

PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS

185 Madison Avenue, New York City

VOL. CXXXII, No. 3

NEW YORK, JULY 16, 1925

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B. A. I. S. 1915 with
N. W. Ayer & Son

Specialization

THE National Cash Register Company, of Dayton, Ohio, make more than 500 different sizes and styles of National Cash Registers.

In these Hooverized days of standardization, one may legitimately ask "Why?"

This is the answer he would get in Dayton:

"The thing we are selling is not so much a machine as the service that machine renders. That service must give the merchant, big or little, complete control of the details of his business; sales, receipts, expenditures, profits. To do that each National Cash Register must fit each business' needs exactly. And since every business has its own peculiarities, we have to build all these models to meet all these requirements."

This expression of the N. C. R. idea of service reads like a page out of our own book. At Advertising Headquarters there is no stock, no pattern, no die, no matrix. Each campaign is especially designed to reflect the ideals and personality of the business advertised.

N. W. AYER & SON

ADVERTISING HEADQUARTERS, PHILADELPHIA

NEW YORK

BOSTON

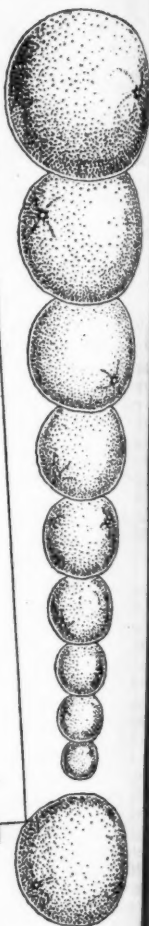
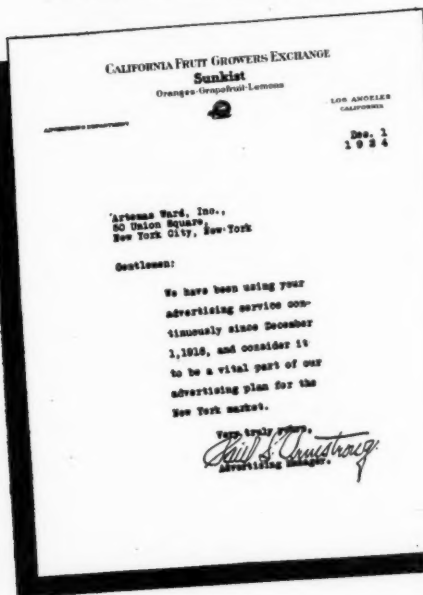
CHICAGO

SAN FRANCISCO



Sunkist Has Nevermist

This famous brand of fruit has been *Interborough-advertised* continuously for more than 8 years!



INTERBOROUGH Subway & Elevated Car Card & Poster ADVERTISING

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ARTEMAS WARD, INC.

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PRINTERS' INK

Registered U. S. Patent Office

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VOL. CXXXII

NEW YORK, JULY 16, 1925

No. 3

Selling to Presidents

A Type of Selling That Requires Initiative, Aptitude and Above All,
a Sprightly Mind

By a General Sales Manager

I HAVE no serious objection to disclosing my identity. But perhaps I will feel freer to write just what I please if I write as a General Sales Manager. That is what I am. I am the general sales manager of a company that sells a service. I have been in my present position for five years. Before that I was employed in a similar capacity with a corporation that makes equipment for manufacturing plants.

I have had experience in every division of selling. For a while after leaving college I sold vacuum cleaners from house to house. From that I drifted into selling a correspondence course. I did well at this and resigned only because I was offered a job as crew manager with another company at a considerable advance in salary.

Altogether, I have been in selling work for nineteen years. Most of this time I have been selling intangibles. Even in my previous job where we dealt in plant equipment, we sold the idea rather than the actual material. The equipment, itself, came in for very little consideration in the early stages of the sale. We had to sell our prospects on the need for such an outfit as ours before we were in position to talk the outfit.

It is much more difficult to sell a service, an idea or an intangible proposition of any kind than it is to sell an actual product. The very concreteness of the product makes it easier for the salesman to convey his message. The most unimaginative of prospects should have no

trouble in visualizing the thing he is being asked to buy.

But when it comes to selling an abstract proposition, it is decidedly different, to say the least. It takes vivid word pictures and dramatic portraying to get an apathetic prospect to grasp a thing that he can see only with his mind's eye. There is nothing to take hold of. The buyer's enthusiasm can be aroused only with words. The salesman has neither samples nor demonstrations to help him.

That is why men who can sell intangibles are vastly better paid than the men who sell products. Salesmen of such staples as padlocks, canned milk, tobacco and glue, earn from forty to seventy-five dollars a week. The seller of intangibles makes \$6,000 a year upward. Our representatives earn from \$8,000 to \$60,000 a year. Our \$8,000 men are not satisfactory either to us or to themselves. If a man makes good, he will make at least \$16,000 annually.

It is necessary to give these men an arrangement that will make it possible for them to make a lot of money. They are big men. They are able to swing big deals and to do that they must be able to win the confidence of monied interests.

Our men are obliged to sell to presidents almost exclusively—the presidents of banks, insurance companies, railroads and manufacturing enterprises. Our sales run from twenty-five thousand dollars up to over a million. As a rule, it is only the president of a com-

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pany who has the authority to make a purchase as large as this. In any event, the final authority always rests with him. Many executives in the organization may have a voice in the sale and may do much to influence the purchase, but it is the president, ninety-nine times out of a hundred, whose signature must be obtained on the dotted line.

Since nearly all of the executives in a company have some influence in helping us to close deals, it is our policy to recognize all these executives in making our sales. We try to win their support and to get them to specify our service. Our appeal is made to these men largely through advertising. We steadily advertise in many ways, particularly in business papers and in class and technical publications. This advertising creates an acceptance for our proposition in the managerial staffs to which we appeal. I think the feeling is quite prevalent among these executives that our service is a good thing and that it would be desirable for the company to install it.

Usually, however, the situation remains just that way. Seldom is anything done by our prospects to initiate a deal. In 90 per cent of the cases, we have to take the first step. We take it by going directly to the president. He, too, has been seeing our advertising and, of course, is more or less familiar with our proposition.

But getting to the president is no child's play. He is a man of exceptional importance. He may be the head of a trunk line railroad system, with thousands of employees under him. His time is closely scheduled for weeks ahead. He is carefully guarded by a battery of secretaries. When he makes appointments, they are seldom of more than five or ten minutes' duration. Even the average board meeting is only for half an hour.

We have to have representatives who are able to get to these presidents, despite the almost insurmountable difficulties in the way. How do our men do it? By literally breaking in on these executives. We have found that

in most cases it is useless to try to make appointments. The president, or more probably his secretary, will almost invariably refer the request for an appointment to some under-executive. This, of course, defeats our purpose. It is also futile to try to gain an audience with the president by sending in a card which discloses the caller's connection. Nine times out of ten the card would not get beyond the secretary. Here also the caller would be referred to a buffer-executive and again our plan of procedure would be checked.

STRATEGY NECESSARY

To get in to see the president, our representatives are obliged to use strategy of the highest sort. I'll recount a few examples of these feats of strategy. If some of them should appear tricky I want you to remember that our representatives have to gain the confidence of their prospects in the first few minutes of their visit or all is lost. If they trick their way into the presence of the man they want to see, they are obviously handicapped in their subsequent relations with him. Occasionally they may have to resort to strategy that may savor of trickery, but they must then offset the harm they may have done by making their sales talk so forceful, straightforward and convincing that the president quickly forgets the objectionable means that the salesman used to break through the secretarial guard.

In the main, however, the negotiator type of salesmen (that is what they are usually called) do not have to be tricksters. The whole strategy, before they get into the private office, is to hide the fact that they are salesmen. They do this by maintaining an air of mystery. They look important. Before a man becomes a super-salesman of this kind, he has generally reached middle-age.

To qualify for our selling staff a man must meet an extraordinarily high standard of requirements. In the first place, he should be a big man physically. He should be approximately six



Christian Herald Advertising Wins Dealer Cooperation

CHRISTIAN HERALD merchandising not alone makes a greater than ordinary impression upon dealers in small towns; they are quicker than dealers elsewhere to cooperate with you in the use of selling aids.

And the mails will do it. No need to penetrate with your salesmen. Use the right mediums and tell the dealers about it; cooperation and results will surely follow.

Advertising in Christian Herald is one very simple method that will win you a new and rich market.

Christian Herald

Bible House

New York

Graham Patterson, Publisher

feet tall, and built in proportion. We do not always insist on this stature, as once in a while we encounter an applicant of slight stature, who makes up in personality what he lacks in inches. Generally speaking, though, the best salesmen are large men.

It is a curious fact that the men at the head of nearly all big businesses are of more than average size. I have met most of our present-day railroad presidents. With few exceptions they are men of large physical proportions. The same may be said of a good proportion of the heads of other industrial enterprises. Many of these men started to work as laborers in the factory or mills that they now head. Charles Schwab of the Bethlehem Steel Company is an example. To survive, these men had to be of more than average physical endurance.

You can see then, can you not, why it is that a little shrimp of a fellow with a squeaky voice would not be able to break in on the time of one of these presidents and get away with his life? The unwelcome visitor must look just as big and as important as the man on whom he is calling.

CLOTHES IMPORTANT

Clothes have a lot to do in making a salesman impressive. We would not hire a representative unless he was accustomed to wearing tailor-made clothes. He should have the prosperity habit. He should be so used to good living that the culture and self-assurance that go with it have become a part of his personality. Men of this type dress well as a matter of course. However, we do not want our representatives to over-dress. You may have seen a banker, wearing a red necktie, but I never have. It would be a mistake, therefore, for a salesman calling on conservative bankers to don flashy clothes. The best rule for a salesman to follow in the selection of his clothes is to dress as do the prospects on whom he is calling. In New York City it might be advisable for our representative to carry a cane, provided he did it naturally. In most other

cities, though, the flashing of a stick would be suicidal. Julian Street has shown in his inimitable series of studies of our leading cities, that cities have personalities just as people have. The salesman will do well to familiarize himself with the personalities of the cities in which he is selling. He should conform himself to the customs of the place. There are, for example, certain cities that are partial to derby hats. The careful salesman will park his pearl gray fedora when he arrives in such a locality and repair to the nearest hatter for a copy of the prevailing derby.

Cities in which a lot of money has been made in a few years, such as Detroit, Los Angeles and Oklahoma are inclined to be more spectacular in their habits than are more staid communities. Here again salesmen should conform. I do not mean that a salesman should be constantly changing his habiliments as a correspondence-school detective changes his disguises. He should, however, always be careful not to make himself conspicuous, as would be the cane-carrying salesman in a gun-toting locality.

The matter of hotels is also important. A salesman can quickly mark himself as a second-rater by staying at a hotel that is not accepted by the "best people," even though it is a first-class house. In some cities the "best people" do not recognize hotels at all. To be accepted in these places one must contrive to be put up "at the club."

So much for the appearance of the salesman. Granting that he meets all the requirements in the way of clothes, personality, education, culture, etc., what is the next step?

To get an appointment with his prospect if he can. If the appointment is impossible, and we have found that it is in the majority of cases, the salesman must see his prospect anyway. There are many ways of doing this, but the best way is for the caller to refuse to divulge the object of his call and at the same time to look so important that secretaries are afraid to turn him

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"So that's what you wanted money for?"

"Don't they teach you that in school?"

"Sure! they do, dad, but we've finished the term and the teacher said I'd have to wait till college to get the rest of it—and gee! I'm nuts on it."

Once a boy actually meets up with the thing that fires his imagination, there's no stopping him. Radio, electricity, mechanics, chemistry in school are planned for the average pupil, but they only whet a fellow's appetite if he's really aroused. There are thousands of boys eager to "carry on" with their hobbies who can never go to college. What's going to become of them?

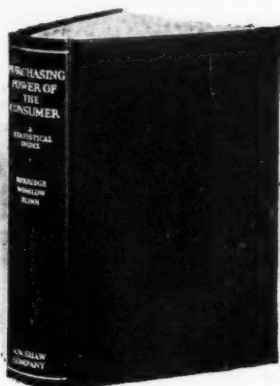
Correspondence schools can go straight to the heart of this boy-market by advertising in **THE AMERICAN BOY**. Here are 500,000 young readers just in the midst of growing up. Nearly all of them (80 per cent) go to high school. Of an average age of 15½ to 16 years old, they are eagerly looking forward to the day when they will be earning their own living. Show them, through your advertising story, the value of being specially trained in some one line. Let them see how your school can help them on the road to success.

For twenty-five years **THE AMERICAN BOY** has held an enviable, trusted place in the hearts of successive generations of young men of tomorrow. Put that trust and confidence to work for you. Copy received by August 10th will appear in October.

The **American Boy**
"The Biggest, Brightest, Best Magazine for Boys in All the World"

Detroit

Michigan



SUGGESTIONS of methods for using current public statistics as a measure of purchasing power.

Three Prize Essays now published in book form

IN 1924 the J. Walter Thompson Company awarded the three prizes offered for the winning essays on the subject, "A Statistical Index of the Purchasing Power of Consumers in the United States."

Now these three prize-winning essays have been published in book form for practical business use.

First Award \$1,500 to Essay entitled "An Index of the Incomes of Factory Workers in the United States," by Professor William A. Berridge, Ph. D., Brown University, Providence, Rhode Island, with the assistance of the Staff of the "Brown Bureau of Business Research."

This paper first presents a series of indexes showing the earnings of workers in certain groups of industries and then combines them into a general index of earnings of industrial workers. This general index is then converted into commodity purchasing power.

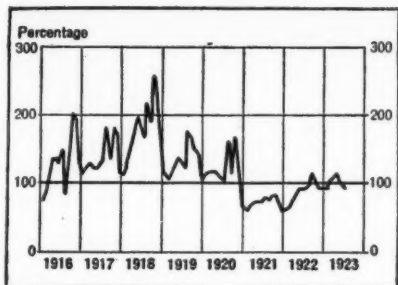


CHART showing percentage of available positions to applicants for positions. One of many charts showing relations between business conditions and consumers' ability to buy.

Second Award \$800 to Essay entitled "Contributions from Budget Studies to the Construction of a Statistical Index of the Purchasing Power of Consumers in the United States," by Dr. Emma A. Winslow, West View Park, Riverside, Connecticut.

This essay approaches the subject from the viewpoint of expenditures as shown by family budgets.

Third Award \$500 to Essay entitled "A Statistical Index of the Purchasing Power of Consumers in the United States" (recommending the State Employment Office Index), by Richard A. Flynn, Chief, Division of Employment, New York State Department of Labor, 124 East 28th Street, New York City.

This paper establishes the fact that the ratio between the number of applicants for employment and the actual employment available in the public employment offices may be used as a comparatively simple index recording variations in purchasing power.

Sales managers will find in this book practical suggestions for working methods by which current public statistics can be used as a measure of the purchasing power of their customers.

We shall be glad to send you a copy of this book upon receipt of \$4.00. If you wish to return the book within five days, money will be refunded. Address Research Dept., J. Walter Thompson Company, 244 Madison Ave., New York.

away. The best salesmen do not give secretaries a chance to turn them down. They rarely use cards and if they do, the card is more likely to be social style rather than business style. Generally, instead of handing the secretary a card, the salesman says something like this: "Please tell President Jones that Mr. Whitton has arrived from Boston to see him." That statement is seldom questioned. If the caller has come all the way from Boston to see President Jones, he is surely entitled to a hearing. Our representatives have found it best to address presidents by their titles rather than by the commonplace "Mister."

When the secretary tells the president that Mr. Whitton, of Boston, is there to see him, the chances are the president asks, "Who is he?" "What does he look like?" "Ever see him before?" "What does he want?" To all of which the secretary can only answer, "He looks very important." If the salesman has performed his role properly up to this point, the president generally consents to see him "just for a second."

Of course the salesmen do not always make their approach in just that way. They vary it according to conditions. Many men find it a good plan to announce themselves and tell whom they want to see and then to walk away before the secretary has a chance to question them, thus giving the impression that they are expected. Some of our men have a knack of making their important telephone calls while waiting in a prospect's office. Thus they will approach the secretary in some such fashion. "Kindly tell President Jones that Mr. Whitton would like to see him. While I am waiting, would you object if I phone Cane Brothers, the bankers?"

Some men find it more effective to whisper their message to the secretary. They do anything to surround their visit with an air of mystery. They do not deceive. They merely keep everyone guessing as to who they are and what they want.

One of the greatest stumbling

blocks in the path of selling to presidents is the questionnaire which is coming into increasing use. These blanks are handed to callers. They are asked to fill in their names, address, whom they want to see and what they want to see him about. A visitor cannot get in until he fills in this blank. Of course, it would be fatal for our representatives to give the information that this blank requests. If they did, they certainly would be referred to subordinates. We have hit on a plan that in many instances overcomes the difficulty of the questionnaire. Some of our representatives carry colored pencils. They take out a green or blue pencil and endorse their name in heavy letters clear across the face of the questionnaire. The sheer audacity of the thing usually so startles the secretary that she takes it in to her chief. He, too, is impressed. In his experience no one ever had the nerve to do that before. Often he expresses fear that offense has been shown the visitor and sends for him with the intention of apologizing.

I might say that the principal strategy of our representatives is to break down the will of the men on whom they are calling. Presidents are surrounded by yes-men. No subordinate ever has the nerve to say "no" to the president. Our representatives start in to cross presidents from the moment they enter the outer office, but they do it so cleverly that the president cannot help admiring the intruder. If the president's will does not break under the assault, he at least concedes that the visitor is a man of his own stripe and treats him accordingly.

Once our salesmen get inside the president's office, they get down to business instantly. They have a memorized talk which they start the minute they step into the office, but no one would know it is a canned talk. Without beating around the bush, they tell what they are there for. Here is where the salesman's personality counts. The interview is made or broken in the first couple of minutes. In that couple of minutes, the sales-

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man makes so many startling statements that the president usually wants to hear more. Nearly always the visitor is received coldly. Our representatives never smile at first. If the president is cold, they are two degrees colder. If he is dignified, they are even more dignified. If he is profane, their vocabulary of profanity may not equal his, but it is just as cutting. These negotiator salesmen are able to get away with such statements as the following on those occasions where they find it necessary to make them: "I am accustomed to dealing with gentlemen." "Before you interrupted me, I was saying." "If you will stop interrupting me, I'll be able to make this point," etc.

Usually, however, once a representative gets to see the president, he makes progress with him. The reputation of our company is a big help to the men in this connection. Our salesmen may not be able to get much time on the first call, but once they make an impression they have little difficulty making appointments for the future. It may be necessary to make many calls before the deal is finally closed. But after the first call, the sale usually proceeds much as does any sale.

A SALESMAN'S TRICK WORTH REMEMBERING

A little trick that some of our men use is worth mentioning. They carry a red pencil. Every time that the salesman mentions the word "loss," he writes it in red before the prospect. The stunt is impressive.

As a general thing, though, our selling strategy is not tricky. Our proposition is meritorious. Our representatives have confidence in it. Above all they have the character and the personality to convey that confidence to men who have the authority to buy.

Please do not think that our methods are exceptional. There are thousands of negotiator salesmen in this country. In fact there are hundreds of thousands of salesmen trying to work up to the negotiator type, although only a small portion of them ever reach the goal.

Those that are working up are the drawing-account men, who are today selling one thing and tomorrow something else. They are the Sargasso Sea of the selling world—a mysterious, drifting body that never arrives anywhere. That is, most of them do not. Some do. Each year finds them a little higher up, until their earnings are little short of being princely.

When they get up to the stage where they are able to sell a proposition such as ours, they are already trained for our type of work. We, therefore, haven't the training problem. We have the problem, however, of keeping good men. It doesn't take a salesman of this type long to accumulate \$50,000 or \$75,000. When they do they usually knock off work, take a trip around the world or set up in some business for themselves. We, therefore, are obliged to keep filling in our selling staff constantly with new men.

Picking these men occupies a great deal of time. I seldom make mistakes any more. Three years ago an Englishman applied for a selling job. He was apparently a down-and-out — ragged and broken in spirit. Questioning developed the fact that he was a graduate of Oxford and at one time had been a member of Parliament. I took a chance on him. Recently he resigned to go back to England. He took with him enough money to live comfortably the rest of his days. This man always looked distinguished, even when he was down-and-out. He also looked bored. The secret of his selling success was probably his complaining voice. He would shriek at President Atterbury of the Pennsylvania Railroad, "Why don't you do so-and-so" and do it in such an injured, hurt tone that President Atterbury, himself, began wondering why he did not do it.

Crosley Radio Account for Campbell-Ewald

The Crosley Radio Corporation, Cincinnati, has placed its advertising account with the Campbell-Ewald Company, Detroit. Magazine, newspaper, direct-mail and outdoor advertising will be used in a campaign now being planned.

*Figure This Out
For Yourself!*

8,627,937 lines
- 7,111,683 lines
lines

SUBTRACT as indicated and the result gives you the lead of The Milwaukee Journal over the other two Milwaukee papers combined, in volume of paid advertising printed during the first six months of 1925. The wide margin of leadership maintained, year after year, by The Journal is continuous proof of its superior selling power. In the Milwaukee-Wisconsin market, advertisers who concentrate in The Journal sell the greatest possible volume of goods at the lowest advertising cost per sale.

Read by more Milwaukee
and Wisconsin people
than any other publica-
tion in the world.

**The Milwaukee
JOURNAL**
FIRST- by Merit

"More than a Million

THE average net paid circulation of the Chicago Sunday Herald and Examiner for the six months ending March 31st, was

1,120,294

This is the highest record ever attained by any American newspaper. It is the peak of a record that has been maintained at "more than a million for more than a year."

The vast army of readers who have contributed to this achievement are a prosperous class, a discriminating class for they pay more for the Chicago Sunday Herald and Examiner than they would have to pay for another newspaper.

Chicago Herald

NEW YORK: 1819 Broadway

More than a Year"

National advertisers have the benefit of this Niagara of sales power at the lowest milline rate of any Chicago newspaper, daily or Sunday—in fact of any newspaper rate of standard record.

The advertising message of any manufacturer of a meritorious product, printed more than a million times in a single issue, placed in over a million homes, and read by more than three million people, will naturally be translated into sales.



Circulation Is Power

"BUY IT BY THE MILLION!"

and Examiner

SAN FRANCISCO: Monadnock Bldg.

The Desire to Possess Is the Strongest Trait in Human Nature

Advertising creates—or stimulates—that desire.

What, when, where and how to advertise are matters of moment to the advertiser—he must know, or he is not a successful advertiser—nor an advertiser of any kind, very long.

Successful advertisers study advertising values. They know what mediums reach the most buyers and reach them most effectively. They know that one paper, read with confidence and interest in the home, is better than many papers read for “flash” interest on the cars or hurriedly in moments snatched from interrupted working hours.

The Chicago Daily News is preeminently a “home newspaper”—read closely, attentively and with confidence. Its readers know that they can depend upon it for efficient news service, entertaining features and comprehensive advertising information. They are, therefore, the most responsive to advertising appeal of any and all reader groups in Chicago.

Consequently The Daily News, year after year, leads all other Chicago daily newspapers in the volume and variety of its advertising. In the first 6 months of 1923 The Daily News published 7,926,577 agate lines of display advertising. The next highest daily lineage record was 6,269,943 agate lines.

Advertising lineage is the testimony of advertisers to circulation effectiveness. These two factors—advertising lineage and the circulation effectiveness thereby demonstrated—combined with its all round journalistic efficiency, make

THE CHICAGO DAILY NEWS

First in Chicago

Customers Decided on This Manufacturer's Retail Outlets

Purchasers from a Firm Selling by Mail Insist on Right to Buy Its Products at Tobacco Shops

By H. E. Pettingill

THERE is a small office in a building on West Forty-third street in New York that receives a mail which would interest any business man.

United States Senators write to it. Sometimes some of them call in person. Governors of States write and some of them have called on occasion. Bishops, surgeons, doctors of medicine, and generals in the army write letters to this address. Heads of many businesses, large and small, write. Every section of the country, and, indeed, all quarters of the globe are heard from.

These letters are addressed to the firm of Lincoln & Ulmer, makers of denicotined cigars, cigarettes and pipe tobacco. While they are all "buying" letters, yet many of them do more than order the company's products. They discuss the company's business, and particularly one point of the company's business—its method of selling. And they show that the power of consumer demand is sometimes strong enough to mould the course of a business to suit the desires of a consumer.

In the issue of July 10, 1924, *PRINTERS' INK* reported on this company's selling methods. At that time the business was just a year old. It was related how the business had been started by Lincoln & Ulmer after they had been making cigars for twenty-five years. This experience and the possession of a secret formula which the firm claims "removes the bulk of the nicotine from tobacco without the use of chemical and without destroying the aroma of the tobacco" were its assets. A year ago the company made only one product—a cigar. The two other products, pipe tobacco and cigarettes, were added about six months later.

The previous article explained "why mail order proved to be the only way that this firm could sell its product." The company had endeavored to go to the consumer with the product through the retailer, but the retailer was a stumbling block. He didn't want to stock the product. He looked upon it as interference with his means of livelihood. For that reason, mail-order selling was resorted to.

About two weeks ago an indication of a change in selling methods was given by the firm in an advertisement appearing in a tobacco trade journal asking for distributors of the company's products.

MAIL-ORDER SELLING NOT CHEAPER

The company started in mail-order selling as a novice, Milton Ulmer states. It knew nothing about conducting a business on a mail-order basis because none of the firm had ever sold in that manner. "In some way or other," says Mr. Ulmer, "we had gotten the impression that it was much cheaper to sell through the mail than it would be by any other method. That impression cost us money for we soon found out that we had underestimated our sales expense. In spite of this mistake, we managed to pull through our first year with a small profit. Such a record, we were told by the president of a large mail order house and by the head of an advertising agency, was amazing. So we went ahead into our second year, selling our cigars at the same price.

"At the end of the second year, however, we were absolutely convinced that we had used too low a figure for our selling cost in arriving at our selling price. The difference between the figure

which we had estimated as our sales cost and our actual sales cost was too great to permit us to make a reasonable profit. And on top of this came an increase in postal rates.

"We couldn't decrease our selling costs after a year's study and two years' experience with the problem. We had, therefore, either to use a lower quality of tobacco or increase our selling price. We decided to increase the price at a rate that amounted to two cents per cigar."

A month before this increase went into effect all customers received a letter that took them completely into the firm's confidence. The tone of the letter was such that it caused many people when sending orders for new supplies to make their checks out at the new prices, although the letter plainly said that the new prices did not go into effect for thirty days. As an indication of the frank and intimate tone of that letter we quote the following paragraph:

Increases in price, always look arbitrary and unjustified, but a firm of Certified Public Accountants who have examined our books, informs us that it is suicidal to continue our present prices. An extract from their report states, that, "either less expensive grades of tobacco must be used, or the price increased." Acting on this advice, we have chosen the last alternative, although realizing keenly, that we may be misjudged.

"Mail-order experts," says Mr. Ulmer, "tell us that the experiences we have met with in the use of that letter are highly out of the ordinary. The customary thing in the mail-order business, they say, is to start with a high price and then to reduce it. We have reversed the procedure and our customers stayed with us; believed us and bought from us."

Mr. Ulmer gave the writer the opportunity to look at letter after letter from customers to show that the firm had made a success of mail-order selling. He also indicated that with the experience the firm had gained it felt confident it could profitably continue to sell only by mail. Speaking first of the experiences with advertising copy, Mr. Ulmer said:

"At the start we tried to sell our product by talking about the ill effects of nicotine. We soon realized that this was a mistake, and that it was the better part of wisdom to sell our cigars on their merit instead of trying to sell our readers off all other cigars. Use of this knowledge, besides giving us better selling copy, also took our copy out of the knocking class."

This lesson also caused the company to change its trade-mark. Originally the trade-mark was "No-nic-o-tine" with the syllable "nic" superimposed over a picture of Old Nick clutching an up-raised pitchfork in his left hand. Today the trade-mark reads: "O-nic-O." The illustrative treatment, however, remains unchanged.

The reason why negative, knocking copy was unnecessary was this: The product made its real appeal to mature men who had made a success in life through the use of their intellect, and who had long ago come to a decision for or against nicotine in smoking. They could and they would think for themselves. The important points to bring up for their consideration were (1) proof that the bulk of the nicotine had been removed; (2) assurance that the tobacco had the taste of real tobacco. Ever since the company discovered there was no value in negative copy it has confined itself to a discussion of these two points and to an offer of a trial package.

These trial packages are not free. They are always sold, all being priced at \$1 a package—cigars, cigarettes or pipe tobacco.

"This trial offer plan," says Mr. Ulmer, "has proved to be very important. More than 90 per cent of all our customers started on trial orders. It gives us a chance to test the pulling power of mediums."

"It might also be interesting to know that since we added cigarettes and pipe tobacco a goodly proportion of trial orders comes for all three. The next largest proportion comes for a combination of two of the three products. One thing that greatly surprised

us after we had added cigarettes and pipe tobacco was the large number of cigar smokers who from indications as shown by their orders, were pipe smokers also."

Every effort, of course, is now made to tie all three products together in print that appears in advertising mediums and in packages. A printed slip in a cigarette box, for example, will have copy and a trial offer on cigars on one side and similar treatment for pipe tobacco on the other side.

"Another important thing we have found out is that people do not like to be discriminated against because of geographical location," says Mr. Ulmer. "At the beginning we gave no thought of charging a higher price for our product 'West of the Rockies.' And we probably never would have thought of the phrase in connection with our business had not scores of people, especially people in California, written us complimentary letters on the absence of the words 'West of the Rockies,' in our copy."

But the most important thing that the company has learned from its customers' letters, and from calls that its customers have made at the office, is that many of them want to buy its products in retail stores. In fact, the demand from consumers became so insistent that the company soon found that certain consumers were taking the matter into their own hands and getting retail tobacconists to carry stocks of its products. In such cases the retailers, of course, made no display of the products. Such retailers ordered only in small lots. In some unusual instances, however, they ordered in large lots and displayed the products. In a certain Southern city retail tobacco stores gladly stocked and displayed the product when they found that the president of one of the biggest corporations in Louisiana wanted them to do so.

The head of a gigantic industrial house in a large Middle Western city who had written numbers of letters to Lincoln & Ulmer, called at their office one

day. "Why can't I get those cigars at the Hotel — in my city?" "Because retailers don't want to handle our product," Mr. Ulmer told him. "Well, I own that hotel and it will handle them," said the Middle Westerner. "All right," said Mr. Ulmer, "I'll write the hotel for an order." "No, you won't," said Mr. Middle Western Manufacturer, "the hotel will send you an order."

Examples such as these point to one unmistakable conclusion: A great number of the firm's customers want the right to buy its products in retail stores. And, try as it did, the company could not escape that conclusion. Even a standing order system which it installed, whereby a customer's requirements were automatically taken care of at stated days, could not stem the flood of requests from customers for the opportunity to buy from retailers.

With customers so insistent and with retailers buying the product at the insistence of customers the firm finally decided that the customer must be right. It reasoned this way: Do what it might to find means of giving customers extra service by mail it would still get an increasing list of retailers who were forced to carry its products by consumers. Would it not therefore be wise to pick the retailers it wanted itself instead of having them chosen at random by its customers? That is the reason behind the tobacco trade journal advertisement asking for applications from distributors. The plan is to sell through wholesalers in large trade centres and cities, and direct to the retailer in smaller centres and towns. The mail-order plan of selling will not be abandoned because of this change. It will be continued and pushed as vigorously as possible with the same type of advertising copy, back of it.

Succeeds Dallas Advertising Business

The Porter Manufacturing Company, Dallas, Texas, manufacturer of advertising novelties, has been succeeded by the Stitler-Lewis Manufacturing Company, of that city.

Shall Salesmen Be Given Vacations?

It Is Now Considered to Be Good Business Policy to Allow Men a Definite Period to Re-create Themselves for the Period of Work During the Year Just Ahead.

THE ROCHESTER CANDY WORKS
ROCHESTER, N. Y.

Editor of *PRINTERS' INK*:

We are very much interested in the question of giving salesmen vacations and will greatly appreciate it if you will kindly pass any information you may have on this subject on to us.

What we are particularly interested in is, do the majority of concerns give their salesmen two weeks' vacation with full pay? Also, is it customary for the sales force to take their vacations all at one time?

In the past we have not followed out any schedule for vacations and the salesmen took a few days off whenever they wished. However, we are anxious to have a definite policy to follow.

I receive *PRINTERS' INK* regularly and enjoy the many helpful suggestions and articles that appear each week.

THE ROCHESTER CANDY WORKS,
H. E. STUBBS.

FOR one reason or another, many houses have no definitely arranged plan for vacations for salesmen. Possibly this is due to the fact that in many houses, salesmen have gradually developed the habit of taking Saturdays off and also stay at home between Christmas and New Year's. This has come, in a great many sales departments, to be regarded as the salesman's vacation.

On the other hand, thoughtful sales managers are coming to recognize the importance of a definite and sufficient vacation period for salesmen—not as a sort of reward for having been on the pay roll during the past year, but as a definite period for building up and getting ready for another year's hard work.

When a rest period is regarded from that standpoint, it becomes evident that the slipshod method of permitting Saturdays off and of loafing between Christmas and New Year's does not accomplish any wholesome result. The Saturday off is just a short day of loaf-

ing, often doing more harm than good. The same thing may well be said for the few days between Christmas and New Year's as not much physical and mental upbuilding takes place during that period.

Then, too, there is the growing idea among sales managers that Saturdays are very fine working days and the popular fallacy among salesmen that the dealer becomes antagonistic toward the house that has its men work on Saturdays is being set down as "apple sauce."

And so we find a growing tendency among sales departments to schedule the sales force's vacations over the summer period, giving a man a definite period of ten days, two weeks and, in some cases, three weeks. During the several weeks before his vacation, the salesman is expected to notify his trade and explain to them that on account of taking his vacation, the house will appreciate the dealer's anticipating his wants for a little longer period. Many salesmen send in an order for immediate shipment and another one to be shipped out in lieu of the one they would probably have secured had they been on the territory.

During the vacation period, the salesman is expected to take a good rest and prepare for a hard season ahead. Houses generally are coming to feel that the salesman's time is not his own during this vacation period—that inasmuch as he is being paid, he is expected to do what the vacation is meant for, namely, rest up. He is not expected to take a short time job and make extra money.

Regarded in this light, the normal vacation of two weeks should see the salesman and his family in the country or at the seashore, forgetting business for a definite period and able to get back to work and accomplish more and better results in, say, the remaining fifty weeks of the year than he would otherwise in fifty-two weeks.—[Ed. *PRINTERS' INK*.

W. E. Douglas, formerly classified advertising manager of the *Baltimore News* and at one time with the *Dallas, Texas, News*, has joined the *Dallas Times Herald* in a similar capacity.

Making Money in PHILADELPHIA

Judging by the bank statements published last week by the national banks and the trust companies in Philadelphia, business in this city is in a very flourishing condition.

This is not only due to the general prosperity all over the United States, but more particularly to the fact that Philadelphia as "the world's workshop" contains so many diversified manufacturing businesses.

It has more than 6,500 large manufacturing plants, about 16,000 small factories, 2,172 wholesale and 35,672 retail establishments.

According to the Philadelphia Clearing House, nearly twenty-six billions of dollars of business of all kinds was done in Philadelphia last year.

It is the third largest market in the United States and has a population exceeding three millions in its city and suburban area.

By contrasting the number of dwellings in the Philadelphia market—520,000—with The Bulletin's circulation as given below, you will see how easy it is to—

Dominate Philadelphia

Create maximum impression at one cost by concentrating in the newspaper "nearly everybody" reads—

The Evening Bulletin.

PHILADELPHIA'S NEWSPAPER

526,796 copies
a day

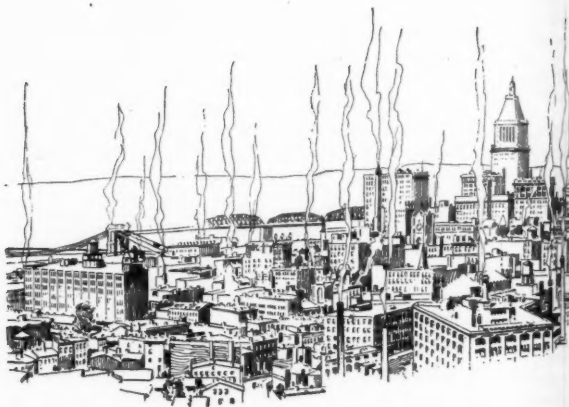


Average daily net paid circulation for the six months ending March 31, 1925.

The circulation of The Philadelphia Bulletin is the largest in Philadelphia and one of the largest in the United States.

New York—814 Park-Lexington Building (46th Street and Park Avenue)
Chicago—Verree & Conklin, Inc., 28 East Jackson Boulevard
Detroit—C. L. Weaver, Verree & Conklin, Inc., 117 Lafayette Boulevard
San Francisco—Thomas L. Emory, Verree & Conklin, Inc., 681 Market Street
Kansas City, Mo.—C. J. Edelmann, Verree & Conklin, Inc., 1100 Davidson Bldg.
(Copyright, 1925—Bulletin Company)

Concentration Brings



Cincinnati is a great trading center. It is the natural gateway between the North and the South. The Ohio River links it with the East and a net-work of railroads and highways makes it the most accessible market for the rich agricultural and industrial population of Southern Ohio and Indiana.

But the profitable business of Cincinnati merchants, wholesale and retail, is the local business. Greater Cincinnati, that territory within the local circulation area of the Cincinnati newspapers, is a market worth a king's ransom. Capture this market and the out-

CINCINNATI

CHARLES P. TAFT, Publisher

C. H. REMBOLD, Manager

Results in Cincinnati

lying districts will come into your camp by the natural gravitation of commercial self-interest.

Concentrated, resultful, dominant circulation and advertising prestige in greater Cincinnati can be secured through the columns of the Times-Star at a fraction of the cost of scattering circulation in any or all other media in this market.

Of a total net paid daily circulation of 153,887 copies, the A. B. C. audit for March, 1925, showed that 133,257 copies go to local homes. Thirteen copies out of every fifteen are concentrated where the market is most responsive.

This fact, together with the excellence of Times-Star news and editorial service, explains why the Times-Star dominates the Cincinnati market in display advertising and why it has done so for eighteen consecutive years.

By concentrating their advertising in the Times-Star Cincinnati department stores, clothing merchants, dealers in tires and automobile accessories, in hardware, grocery products, electrical goods, radio and all classifications of merchandise that appeal to the general public, have won the market. By concentrating in the Times-Star they hold the market.

Concentration brings results in Cincinnati—Concentration in the Times-Star.

TIMES-STAR

Member of Audit Bureau of Circulations

Business is good in Oklahoma

Oklahoma's unusual wealth on the farms is responsible for the exceptionally good business conditions which have prevailed in Oklahoma throughout the last nine months, and which has kept the state all or partly white on the business condition maps of Nation's Business.

Government and State reports, as well as statements from Babson, Forbes, Sales Management, and other authorities, indicate that present good conditions in Oklahoma will continue throughout the summer and fall, while the prospect for another bumper cotton crop and higher prices for wheat forecast good business for the winter of 1925 and the spring of 1926.

The Oklahoma Farmer-Stockman, Oklahoma's only farm paper, offers the most influential and economical way to reach the farm families of this State, and it has 81% coverage in those areas of the State where the size, value, and equipment of the farms are above the average.

Last Year Oklahoma was 5th among all states in value of all crops~

The OKLAHOMA FARMER-STOCKMAN

OKLAHOMA CITY

CARL WILLIAMS, Editor

RALPH MILLER, Adv. Mgr.

E. KATZ, Special Adv. Agency

New York

Chicago

Kansas City

Atlanta

San Francisco

Consumer Booklet Increases Range of Dealer's Stock

Van Camp Finds an Effective Method of Getting the "One Item" Dealer to Handle Other Items of the Line

CONCERNS making a family of products sold in stores have one problem for which there will probably never be a solution—that of equal distribution of every item of the line. With most lines, the leader is the "fair-haired child" of the family, out-selling the other children several times to one. Whether the line consists of a half dozen items only, or a hundred, the bulk of the sales is with the few, and the other members of the family trail in the wake of the leaders.

There are several reasons for this besides the one of continuous advertising. It is doubtful whether any amount of advertising could ever make Heinz Vinegar as big a seller as Heinz Pork and Beans. Campbell's Tomato Soup will probably always outsell any one of the other twenty kinds. The answer is that large and continuous advertising is generally put behind the article of greatest popular preference.

Consequently, when the manufacturer's salesman and the dealer do their thinking over the order blank, the advertised leaders come in for first and sometimes the only attention, whereas if the dealer were to order some of the other items of the line and display them on his shelves, his customers would see them and buy.

Almost every manufacturer of a family of products sold in stores is naturally striving to get dealers to handle more items. The books of every such manufacturer will show that, of all active dealers, very few handle the full line. Various items sometimes sell well in certain sections of the country and do not sell at all in others. Territories have their preferences. There is generally a good sized group of dealers who buy only one item and that only occasionally.

About two years ago the Van Camp Packing Company, of

Indianapolis, maker of fifteen or more canned food products, such as pork and beans, catsup, salad dressing, soup, milk, mustard, spaghetti, peanut butter, and the like, took a survey of its distribution of items by dealers and found out that by checking the items in the family of Van Camp products against the full list of dealers, the average stood at something like one-and-a-half products per dealer.

The company published, about this time, a story book for children designed for distribution among consumers, the general purpose of which was to put something into the home which would do the double trick of interesting the children in the story and jingles and indirectly make them familiar with Van Camp products.

In the first place, the story book is well arranged—as a story book and as a piece of printing. It has twenty-four pages and cover, size five and one-half by eight and one-half inches, and is printed in three colors. As a first edition the company got out something like 400,000, and other editions in two years' time have run the total up to 1,600,000 books.

DISTRIBUTED THROUGH DEALERS

The way in which the book was merchandised to the dealer is perhaps the most interesting part of the story. It was not distributed direct to the consumer by the company, but through the dealer. When the manufacturer's representative called on the dealer he took with him a sample of the book and a special order blank. He explained the book to the dealer as a document which the dealer might use as his own service to his own customers. His presentation was, in effect, as follows:

"We will not advertise or distribute this book promiscuously to

all consumers. The obvious purpose of the book is to entertain the children in the home. Its ulterior purpose is to increase the sale of Van Camp products. If you will, therefore, give me an order for five different kinds of Van Camp products, we will give you one of these books for each case of goods ordered."

VAN CAMP LEFT NOT A THING TO CHANCE

If the dealer was sufficiently impressed with the book to make him want it hard enough to give the salesman an order for five different kinds of Van Camp products, the salesman presented the special order blank previously referred to and filled it out with the names and addresses of the dealer's customers. He did this, it should be noted, while he was in the dealer's store. In other words, he didn't leave the order blank with the dealer to be filled out later, and thereby risk having the dealer forget all about it, but he made the compiling of the customers' names a part of the transaction of taking the order for the goods, so that when he left the store he took with him the order for the goods and the list of names—one name for each case of goods ordered.

The order was turned over to the jobber and the list of names forwarded to the company's home office. In due time, each housewife on the dealer's list received a copy of the book with the following letter:

Dear Lady:

We are two happy little children and we live in a grocery store; but we want to come to YOUR HOUSE to live.

Like all little boys and girls, we like good things to eat—"Something Good for Every Meal"—so we wish we might live in your pantry.

The grocery man with whom we live asked to have this story book sent to you; and we hope your little children will enjoy it.

We try to be lovable little children; and we hope that every little boy and girl who reads about our thrilling adventures will behave as well as we try to behave. We wish YOU would read all the stories, to see if YOU don't think we are fit companions to be in your house with your children.

If you like this story book, please

write to us in care of Van Camp's Indianapolis, Ind., and tell us so. We'll be very glad if you will send us a little letter.

Affectionately,

(Facsimile) Billy & Betty.

P. S. When may we come to live with you? Don't forget to thank your grocery man who asked us to send you this book.

This letter was printed in imitation typewriter type, in reduced size, on a special letterhead, with a fanciful picture of "Billy & Betty" at the top, and entirely without Van Camp advertising matter. It was enclosed in the booklet between the cover and the first page. When the booklet was mailed, a one-cent Government post card went to each housekeeper with the following message:

Dear Madam:

At the request of your grocer (space here to fill in the name of the grocer in typewriter type) we take pleasure in mailing to you under separate cover, a copy of "The Ad-ven-tur-ous Billy & Betty"—a little story book of prose and jingle verse that will delight the children. We think YOU will enjoy it, too.

Sincerely yours,

VAN CAMP'S.

Quite an important feature of this plan was the way in which the earmarks of advertising were subordinated on all the printed matter. The Government postcard had nothing on its address side but the Government imprint and the housekeeper's name and address. The envelope in which the booklet was mailed bore a card in the upper left-hand corner, containing only the title of the book, "The Ad-ven-tur-ous Billy & Betty," and a line in very small type in the lower left-hand corner, "Return postage guaranteed by Van Camp's, Indianapolis, Ind."

Externally, the book itself bears no advertising matter of any sort. Internally, it contains about a dozen separate stories, in prose and jingle, each one profusely illustrated, and while there are references to Van Camp products, these references are occasional and are not played up in any way but take their regular place in the text. On the last page the full Van Camp line is illustrated with a parting

The Radio Editor

INDIANA radio fans wanted their own editorial department in The Indianapolis News. And The News, faithful to its readers today just as it has been for more than 50 years, appointed a new editor: the Radio Editor.

Interest in radio in Indiana is alive and active. It is particularly so in the Indianapolis Radius—that part of Indiana comprising the most active trading territory of Indianapolis. These Hoosiers receive at home their copies of The Indianapolis News in the evening just prior to the loud speaker's first announcement. As evidence of their response to News advertising, national radio advertisers have purchased, since official records have been available, nearly twice as much space in the 6 issues a week of The News as in the 13 issues a week of all other Indianapolis newspapers combined.



The lead of The Indianapolis News in national radio advertising is not an exception. Again in 1924 The Indianapolis News carried more total advertising than all other Indianapolis newspapers COMBINED—and did it with less than half as many issues.

The Indianapolis NEWS

Frank T. Carroll, Advertising Manager

Dan A. Carroll

J. E. Lutz

110 E. 42nd St., NEW YORK

The Tower Bldg., CHICAGO

"Word to Mothers" and an invitation to send for another book on the Van Camp line entitled "What to Serve and How to Serve It."

"The Ad-ven-tur-ous Billy & Betty," as a story book for children, has become extremely popular not only with children and mothers but with the dealers as well. In fact, many dealers have offered to buy quantities of the book for store distribution, but so far the company has not tried to distribute the book in this way.

One reason for the success of the book is undoubtedly the fact that it is really a story book. As the title page explains, the "adventures" were inspired by "Muriel's Mother, (Mrs.) Jewel Bloch, the Stories and Jingles by Edward M. Carney, and the Illustrations by Carl Mueller."

But the most important part of the story to readers of PRINTERS' INK is that the book accomplished the object for which it was designed, namely, it actually succeeded in increasing the distribution of the company's products within the dealer's store. From an average of one and a half products per dealer, the company finds, after a two-year use of the plan, that the average number of products handled per dealer now runs about five.

The plan succeeded because the book was made the fulcrum of the sales campaign. As every sales manager knows, salesmen are not easily persuaded to include "special features" in a canvass, particularly salesmen who call on the grocery trade. Men who handle a line of products like Van Camp's feel that they know their trade pretty well and know how to sell the line. They may show a certain amount of enthusiasm for a consumer booklet or a new piece of advertising literature, but when it comes to making orders for goods contingent upon orders for a booklet, that is decidedly different, and the salesman, encountering resistance or lack of interest, is inclined to take the path of least effort. He'll waive the "special feature" order, and try for what he can get without it.

In merchandising the "Billy & Betty" booklet, the company called the salesmen together in district meetings and gave them positive instructions on the method to be followed in distributing the books to the dealer. The proposition, the salesmen were told, was not to be modified in any way. Unless the dealer gave the salesman an order for five different kinds of Van Camp products, he secured none of the books. The rigid enforcement of this rule by the company put the plan over.

Thus by direct pressure on the sales force to sell more products per dealer, the "Billy & Betty" book became an effective agency in persuading dealers to increase their assortments of Van Camp products to five different kinds.

Lejaren à Hiller Joins Underwood & Underwood, Inc.

Lejaren à Hiller, president, and Julian Langner, vice-president of the Lejaren à Hiller Studios, Inc., will be associated with Underwood & Underwood, Inc., commencing August 1. Mr. Hiller will be vice-president in charge of commercial photography, both in black and white and color.

Associated with Mr. Hiller also will be William LaPreux, Wallace Morgan, Michael Orenbach, Miss Esther B. Mooney, and several other members of Mr. Hiller's technical staff. The present commercial photographic staff of Underwood & Underwood will be retained. The Elliott Service Company, of which James Elliott is president, as previously reported, has purchased a controlling interest in Underwood & Underwood, Inc.

John Sullivan Now at Asheville, N. C.

John Sullivan, who resigned as secretary and treasurer of the Association of National Advertisers on December 1, 1924, after having held this position for ten years, is now located at Asheville, N. C., where he is engaged in doing some special sales and advertising work for The Vick Chemical Company, manufacturer of Vick's Vaporub.

It is reported that Mr. Sullivan plans to return to New York in the fall when he will open his own office as an advertising counsel.

Marmola Account for Kling-Gibson

The Marmola Company, Detroit, has placed its advertising account with the Kling-Gibson Company, Chicago advertising agency. Newspapers and magazines will be used.

THERE is no note of economy in our magazines.

Obviously, there couldn't be.

Our people are not interested in makeshift economies. But they *are* interested in buying the best, and replacing it when fashion changes, or it shows wear.

They are the only true prospects for quality merchandise—delivered by us in a solid group—without waste.

VOGUE
VANITY FAIR
HOUSE & GARDEN

THE CONDÉ NAST GROUP

All members of the Audit Bureau of Circulations

Well enough is not good enough for WOMEN'S WEAR

TO the inspired modiste, the creation of frocks and the thousand enchantments of the feminine world may be an art. But, to the proprietor of a woman's specialty shop in a highly competitive market, a frock by Cheruit or a hat by Jenny is simply so much merchandise to be sold at a profit.

His advertising is not well enough or good enough unless it brings into his shop the only customers worth his while—those who have money to buy what he has to sell.

For example:



For ten years the
EVENING JOURNAL
has carried more
WOMEN'S WEAR
advertising than any
other paper in New
York.



NEW YORK

Largest evening circulation

129 stores advertising WOMEN'S WEAR in the Evening Journal during 1924-1925

(Including Department Stores)

B. Altman & Co.	Goodwin's	A. I. Namm & Co.
Arnold Constable Co.	G & R Clothing	National C. & S. Co.
Abels	Greenpoint	N. Y. Cotton Stores
Abraham-Strauss	H. W. Hall	Nardi
Adams, Flanigan	Hamilton Garment Shop	Olmstead Corset Co.
Adams & Wertheimer	Jas. Hearn & Co.	Oppenheim, Collins
Avedon	Hecht Bros.	Orkins
Maison Bernard	Hixbie	Ohrbach
Batterman Co.	Hudson Bay Fur Co.	Peck & Peck
Wm. Bauman Co.	Hudson Seal Co.	Primrose Silk Stores
Barons	Hygrade Sales Co.	Renard
Bedell & Co.	Ideal	H. Rothleder & Sons
Louis Bernstein	Ilson's	Ross Stores
Best & Co.	Wm. Jackman's Sons	Russeks
Bloomington Bros.	A. Jaeckel	Sarnoff & Co.
Bonwit Teller & Co.	H. Jaeckel	Sandow
L. Blumstein	Joseph	Saks, Fifth Ave.
Brenner Bros.	Kelly	Saks, Herald Square
Bronx Clothing Co.	F. C. H. Koch	Sacks Corset Co.
Lane Bryant	Knickerbocker Hats	Scheinman
Cassidy-Flaherty	Kline's Outlet Store	Selmark
Callan's	E. Kumke	C. C. Shayne
Harry Collins	Littman's	Surrey
Cohan's	Le Fleur Shop	Franklin Simon & Co.
Cooper's	L. Livingston Ltd.	Stern Brothers
John Daniell & Sons	Fred. Loeser Co.	Stewart & Co.
Day's Style Shop	Lonsdale Shop	Tappe
Dupont's	L. I. Outfitting Co.	Tailored Woman
Emily Shop	Marian Apparel Co.	Terrakin
Ellison's	Mavis Dress Shop	Tarshes
Fain Knitting Mills	Martin's	Uneeda Cr. Clothing
S. Falk	Mangell's	Wallach Bros.
Famous Textile Co.	Maxon Model Gowns	John Wanamaker
Fifth Ave. Shop	Mutual Clothing	Whalen Bros.
French Fur Shop	R. H. Macy & Co.	Weatherbee Co.
John Forsythe & Sons	May's	F. Wecker's Sons
Frances	Mfgs. Outlet Store	Wilcox
Franklin's	Menter	Wiles
Fulton Spec. Shop	H. Milgrim	West End Cl. Co.
Gilman	Milby	Wilson
Gimbel Brothers	Murray-Miller	J. D. Wilson & Son
Gibson's		Worth

THE EVENING JOURNAL

circulation America — and at 3c a copy

NO other Indianapolis newspaper can take your message to so many Indiana people outside of Indianapolis and Marion County. The popularity of The Star comes from its ability to serve the state with news while it is still news. The Star gives reader and advertiser both *more*.

The INDIANAPOLIS STAR

Always first—always fair—always complete



National Representatives

KELLY-SMITH CO.
 Marbridge Bldg., New York
 Lytton Bldg., Chicago

GRAVURE SERVICE CORP.
 25 West 43rd Street
 New York

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How We Get Salesmen to Sell the Entire Line

A Simple Plan Which, While Not Put Forward as a Cure-All, Has Worked Well for Johnson & Johnson

By Frank R. Jones

Vice-President and General Sales Manager, Johnson & Johnson

If the subject of this article had been: "How to Get Salesmen to Sell the Entire Line," I would have begged to be excused from its discussion, because that is a topic which may be considered from a great many viewpoints—as many, in fact, as there are merchandising activities. No matter what my personal views might be on this important problem of making sales and production balance, the conclusions would be lacking in conviction to others because, at best, they would be only the opinion, or reflection of ideas, resulting from close contact with a single enterprise which has ramifications and trade connections throughout the entire world.

This matter of getting salesmen to sell the entire line raises an individual problem for each producer, sales manager and salesman, since the co-ordination of these three primary factors are essential to secure success for a single product or for an extensive line.

A HARD NUT TO CRACK

But the real subject is: "How We Get Our Salesmen to Sell the Entire Line," the "we" being Johnson & Johnson. Life, indeed, would take on a rosy hue if we could accomplish this objective. We must frankly state at the outset, however, that we do not reach this goal, notwithstanding our hopes, aims and ambitions.

Of course, the producer, with his manufacturing facilities organized to turn out a great variety of products, wants to keep all of the departments of his factory busy. This is necessary if the plant is to function economically and if the trained force of workers is to be kept intact.

The proverbial fly in the oint-

ment is each individual salesman who, in his fight for volume, is apt to become so absorbed with the ready sellers that he overlooks those that have but a limited sale.

Under these conditions, the sales manager quite naturally attempts to become a sort of balance wheel, in an endeavor to bring the activities of the producer and the salesman into such harmonious relations that production and sales balance.

There are several methods that help to reach this desired goal, and the responsibility devolves as much upon the house as upon the salesman. The strongest contributory factor in interesting a salesman in the entire line is his knowledge that his house enjoys the confidence and good-will of the trade. He cannot have that assurance unless his house, through the quality of its products and the integrity of its business methods, establishes and maintains that confidence.

This thought must be kept constantly before the salesman. When properly implanted, and accepted by him, it becomes a priceless asset in his daily activities. He unconsciously becomes a living exponent of the name and label, securing to himself the faith and belief that is so vitally necessary for a successful salesman to acquire.

While we are very emphatic about the value of this asset, we do not want to be understood as trying to establish the claim that the salesman who represents a house held in high esteem possesses the open sesame to unlimited business and can go forth and forever after write orders for the whole line. It is beyond the capacity of any salesman, or sales manager, to take an equal interest

in all the items when he has a line embracing 400 products, such as our line. It is even a greater impossibility when a pharmaceutical line, for example, with its thousands of items, is being sold.

Experience has taught us, just as it has taught our representatives, that a very large proportion of our business rests on a few items. No matter how strongly we may feel the responsibility of marketing a vast number of items, the annual sales sheets bring us face to face with the stern fact that a line just naturally divides itself into ready sellers and slow movers.

The quality and standard of the ready sellers are well known to the trade, so well known that they might be considered automatic sellers.

Our real sales problems arise from that majority of items, which, under the most favorable circumstances, can contribute but a minority of volume. To the uninformed, the solution would seem to be the discontinuation of the slow movers and concentration upon the ready sellers. That would be ideal if a house did not owe a service to its clientele. Most of the slow movers are made because there is an imperative, though limited, demand for them.

We divide our line, for the purpose of watching sales, into a series of groups, with the well-established good sellers at the head. On a definite date each month a tabulation of the total sales for each of these groups is placed before us for study and comparison with previous sales.

The result for his territory is sent to each salesman, accompanied by a letter of comment. When the sales for any territory are below standard, the letter is not of a complaining character, but points out the difference and expresses a hope that the succeeding records will be more favorable. If the sales show an increase, we do not hesitate to congratulate and compliment.

Invested with authority and sensitive to their responsibility, our salesmen, we feel, share with us the desire to sell the whole

line, so far as it is within the power of human endeavor to accomplish such a result.

So far as I have been able to devise, this is the only method to keep before our salesmen the line as an entity. While I realize that it does not seem to adequately answer the serious question brought up by the subject of this article, still I am frank enough to admit that no method has yet been suggested to me that has led me to believe that its adoption would make the 100 representatives of Johnson & Johnson capable of taking the same interest in every item we manufacture.

MANY OBSTACLES

Obstacles strew the path of the sales manager who expects to secure this interest. Community demand is a determining factor. A product may be received with considerable favor in one part of the country, while another section has no use for it.

The demand of the physician and surgeon, often depending upon local conditions or professional training, interposes another varying factor.

These factors constitute valid reasons why a representative in one territory is more successful with certain items than is an equally good salesman in another territory. Manifestly, it would be unfair to criticize or complain under such conditions.

The house, as an institution, must step in and assume the responsibility and endeavor, through educational publicity, to overcome such conditions. That is the function of our national advertising, our business-paper advertising, our house magazines and the pharmacy slogans which we have promulgated in behalf of the trade. One of our slogans: "Your Druggist Is More Than a Merchant," has been printed and circulated over a billion times for no other purpose than to aid and assist those upon whom we depend for the distribution channels for our products. All of these efforts are centred around the desire to perpetuate the con-

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THE NEWS OF HARPER'S BAZAR

JULY 16th, 1925

HENRY SELL RETURNS FROM PARIS

*Editor Finds Shoe Style Situation
of Greatest Interest*

The most confused situation in the fashion world at present, Mr. Sell says upon his return from abroad, is the shoe situation. Neither French nor American shoemakers seem to know just what to do.

Aside from shoes, the mode appears to be definitely "set." The fall collections of the Paris couturiers will probably follow the current mode with the few variations that come in with each new season.

But in shoes the mode is far from "set." In Paris, each shoe creator sets his own style, making shoes which satisfy his own clientele because they know his individual styles and like them. There is, however, no general style example. The American shoe manufacturer flounders for guidance among an infinite variety of different Paris styles.

In order to effect some form of guidance, Mr. Sell consulted with the six leading shoemakers of Paris—Perugia, Ducerf-Scavini, Hellstern, El Greco and others.

From each of these he secured a promise to make five "ideal" shoes for this fall and winter. Each will make what he considers the abstract ideal shoe for street wear, for sports, for the home, for semi-formal wear and for evening.

This work will be done at the expense of *Harper's Bazar*. The ideal shoes will be made this summer and shown in one of the fall issues of *Harper's Bazar*. Baron de Meyer will photograph them and devote his entire section that month to their presentation.

Mr. Sell believes that this presentation of ideal shoes will have a great effect in clarifying the shoe style situation which is at present so confused. At last the American shoe manufacturer will have some definite guidance and authority. Given these suggestions he can of course, as always, use his own originality and adaptiveness but he will have something extremely authoritative to accept as a guide.

Harper's Bazar

2/- IN LONDON

50c

10fr IN PARIS

"A CLASS MAGAZINE IN A CLASS BY ITSELF"

fidence we have earned and the reputation we have established—to protect a priceless asset.

When I pause and contemplate the difficulty that surrounds me in my attempt to interest our staff in our entire line, I wonder what perplexity and confusion, must, for instance, surround the sales manager who assumes the responsibility of the distribution of a line such as is marketed by Parke, Davis & Company, or a hardware line comprising thousands of items, where the catalogues are almost as large as the old-fashioned family Bible.

A salesman can accomplish just so much through his own initiative, energy and activity. What is accomplished beyond that must come through the activity and interest of his house. After all is said and done, no line of goods is sold even when a shipment is made to a wholesale and retail distributor because there must come into play the personal interest of the man back of the counter, supplemented by the activity of the house through various methods to create and maintain a constant demand.

A re-reading of this article up to this point reminds me of the preacher who, with all solemnity, selects and announces his text, and then mystifies his congregation by avoiding all further reference to it.

The question, so plainly stated, has not been answered. We must class it among the impossible tasks of a sales manager. If a satisfactory answer can be given, I would be more than willing to admit my shortcomings and congratulate the man or group of men who can take a long and varied line, surround themselves with an intelligent staff of representatives, and succeed in having each and every man take a keen uniform interest in all items in that line.

France Honors P. S. Hill

Percival S. Hill, president of the American Tobacco Company, has been appointed an officer of the French Legion of Honor. A decree conferring the honor upon Mr. Hill was signed by President Poincaré.

Rim and Wheel Manufacturers Form Association

An organization, known as the Rim & Wheel Distributors' Association, was recently formed at a convention which was held at Chicago, recently. The principal objects of the association are to standardize service methods and catalogues, and to protect members from the sale of surplus stocks thrown on the market when manufacturers change rim and wheel types or sizes.

Charles Fields, of the Motor Industries Corporation, Kansas City, is president of the new association. Robert Nierman, of the Motor Rim Manufacturing Company, is vice-president, and Charles Sartain, of the Motor Rim & Wheel Company, Chicago, is secretary.

Advanced by W. & J. Sloane

Alfred H. Smith, formerly in the Chicago office of W. & J. Sloane, has been advanced to the supervision of sales of the Shuttleworth branch of the Mohawk Carpet Mills, for which W. & J. Sloane are the sole selling agents. Martin G. Wilkinson, formerly a salesman in the Pittsburgh territory, has been advanced to the supervision of sales of C. H. Masland & Sons, for which W. & J. Sloane are also the sole selling agents.

Mr. Wilkinson will be under the direction of George Lambie, who has been in charge of Masland sales, but whose time in the future will be largely devoted to the merchandising of the output of the new linoleum factory being built by the W. & J. Sloane Manufacturing Company at Trenton, N. J.

F. H. Keefe Retains Interest in Newburgh "Daily News"

Frederick H. Keefe will retain a half-interest in the Newburgh, N. Y. *Daily News*, which, as previously reported, has become a member of the Gannett group. He will continue as secretary-treasurer of the company and, in addition, has become publisher-manager of the paper. The *Newburgh Daily News* was founded more than forty years ago by his father, William H. Keefe.

Appointed Vice-President of Seidner & Hitzgrath

Thomas J. Lindberg, formerly sales manager of the Wilanap Fastener Company, has been appointed vice-president of Seidner & Hitzgrath, Inc., New York, manufacturer of hair nets.

Wichita "Beacon" Appoints L. J. Van Laeys

The Wichita, Kans., *Beacon* has appointed L. J. Van Laeys as advertising manager. Mr. Van Laeys has been engaged in special re-organization work on the *Beacon*.

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Investors Underwrite 1925 Electrical Development for \$1,300,000,000

Sound Investment

THE electrical industry offers sound investment values to large and small investor alike. This holds true whether the investment be in securities, or in the cultivation of sales.

Electric light and power companies raised \$797,000,000 during the first six months of this year, which exceeds by approximately \$140,000,000 the sum raised in the corresponding period last year, and sets a record in utility financing.

Indications point to the financing of the electrical industry to the amount of about \$1,300,000,000 this year as against \$1,222,000,000 last year.

EARNINGS

Despite a slight slump in certain industries, the light and power companies have continued steadily to increase their volume of business and their facilities for taking care of the demands of new business.

The amount of energy used for industrial power purposes during the month of April of this year

exceeds by 14.2 per cent the energy used during the same month last year.

DEVELOPMENT

Although the year so far has witnessed a large amount of stock financing to acquire and consolidate properties, a very large percentage of the new financing will go for additions and extensions to properties. The market outlook on production and distribution equipment is most favorable.

The large-scale financing program now in progress is essential to the natural growth of the electrical industry. There is nothing unnatural in this growth, nothing that is not based on sound values.

The sharp rise in the curve of electrical development is a natural reaction to the rapidly-rising curve of demand. The country's demand for electrical energy is pyramiding and the development of production facilities must keep at least one step in advance of this demand.

The electrical industry is in its biggest year.

Sales Data on Any Type of Electrical Equipment
Furnished on Request

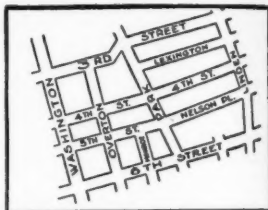
ELECTRICAL WORLD

The Weekly Journal of the Electrical Industry

Published by McGraw-Hill Co., Inc., Tenth Avenue at 36th Street, New York



In this section of Newport are 401 residence buildings. Here, 272 Enquirers are delivered every morning.



N. B. This advertisement is one of a series appearing as a full page in The Enquirer. Each advertisement personalizes a Cincinnati suburb by describing the type of woman characteristic of that suburb; in each advertisement, too, The Enquirer's coverage of the district is shown.

I. A. KLEIN
New York
Chicago

R. J. BIDWELL CO.
San Francisco
Los Angeles

THE CINCINNATI
"Goes to the home,"

Mrs. Newport . . .

flower of a famous family

Years ago a village blossomed at the mouth of the Licking River. It was a pretty village, with big white houses at one end . . . In one of the white houses Mrs. Newport's ancestors dwelt, and lived the life of the Southern aristocrat.

Then came the march of industry. The town grew lustily. Today, the white houses have given way to stores—but in a new home, farther out, Mrs. Newport lives the tranquil life of old. Last week, there was a party for her daughter, just home from college. Tomorrow, Mrs. Newport and the children will depart for their summer cottage at Ryland.

But one companion of Mrs. Newport's days in town will follow her. It is *The Daily Enquirer*. Each morning she turns to it for the news of the day; each morning it fills the hour between breakfast and the shopping trip.

Nor is Mrs. Newport alone in this custom. In the section of her community shown on the map, for instance, are 401 residence buildings. Here, 272 *Daily Enquirers* are delivered.

Any merchant desiring to increase sales must give consideration to Mrs. Newport. With the foregoing figures before him, he must give consideration, too, to *The Enquirer*.



8 A.M.



ENQUIRER

stays in the home"

In advertising when
you save the surface
you *don't* save all.
Good advertising
commences with
the caissons.

McJunkin Advertising Company

Dominant Idea Advertising
Outdoor • Newspaper • Magazine
5 South Wabash Avenue, Chicago

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Stripes and Colors as Trade-Marks

Determination of Validity Is Explained by Officials of Trade-Mark Division of Patent Office

*Washington Bureau
of PRINTERS' INK*

ALTHOUGH the subject of the trade-mark use of colors has been widely and frequently discussed, an occasional decision of the courts or the Patent Office in a case involving such use seems to create confusion. A case of the kind was that of the A. Leschen & Sons Rope Co. versus Fuller, which has been referred to several times in these pages and is now more or less familiar.

It will be recalled that, in this case, a United States Circuit Court of Appeals held that the plaintiff's mark was limited to a red stripe or strand running through its product, that limitation permits the use by others of wire rope with strands of other colors, and that the defendants did not infringe the plaintiff's trade-mark because they used a yellow strand.

In one of the latest similar cases, that of the Gotham Silk Hosiery Company in opposition to the Van Raalte Company, the First Assistant Commissioner of Patents said that this decision might be so persuasive as to control his decision, were it not for the fact that the identical matter had been previously considered, on appeal from the Patent Office, by the Court of Appeals of the District of Columbia.

For reasons that will be apparent later, he preferred to accept the decision of the last-mentioned court as a basis for his opinion, and held that the Van Raalte company is not entitled to register as a trade-mark, for hosiery, "a white stripe placed adjacent the upper edge of the stocking," in view of the prior use and registration by the Gotham company of a "golden stripe near the top of the stocking" and the words "Gold Stripe," as trade-marks for the same goods.

Not only were court opinions in conflict on the question involved, but the Assistant Commissioner

did not appear to be entirely convinced of the logic of his reasoning. Regardless of his decision, he pointed out that it is well known that women generally have a sense and an appreciation of color, so that the distinction between a gold stripe and a white stripe is sufficiently great to prevent confusion between the two marks.

"Indeed," he said further, "the two colors here involved are colors with which all people are familiar from early childhood, and it would seem reasonable to expect them to be readily distinguished by the public generally."

A study of a number of cases leads one to believe that, in this case, there was a tendency to select that court decision which would bring the final outcome of the case in complete accord with other decisions of the Patent Office, a thing that is most highly desirable. Then there is an influence which, although it is not officially recognized by the Patent Office, should be taken into consideration because it assists in deciding the question of what is registrable.

TRADE-MARK NOT A DECORATION

For years it has been the practice of many hosiery manufacturers to place lines and designs in colors on their products for the purpose of decoration or ornamentation. About eighteen months ago a number of representative manufacturers got together and agreed among themselves that they would not claim as trade-marks any of the colors they were using in this manner.

This agreement is important because it aids in distinguishing between a decorative and a trade-mark use. These uses should not be the same. The Patent Office holds that a decoration of any kind is not registrable as a trade-mark. And a definite color must be specifically placed on hosiery

to constitute a trade-mark use sufficiently obvious to warrant registration.

From the evidence presented in nine cases in opposition, all more or less similar to the Van Raalte case, the feeling of the Patent Office appears to be that the use of a line of color at or near the top of a stocking is not such a fanciful and arbitrary device as to come within the provisions of the Act of 1925, and is therefore not registrable as a trade-mark. But a particular form of line or combination of colors, arbitrarily placed and not considered a decoration, may constitute such a mark as is registrable under the law.

COLOR AS A TRADE-MARK

The same principle holds good, apparently, in the decisions of many other cases. For instance, spotted lines on fire hose have been held registrable trade-marks by the Patent Office. A red band at the top of fence posts is a valid trade-mark, and has been registered by the Chicago Steel Post Company. The B. F. Goodrich Company owns a registered trade-mark which is merely a red band placed at the top of rubber boots.

However, unless a particular color is given an arbitrary location it falls within the scope of decoration, and is not considered as an indicator or origin or source of manufacture. The Patent Office so ruled in a recent case in which it held that applying green paint to half of an ordinary asphalt-coated fence post did not constitute a trade-mark use of the color, but was, in effect, merely the application of a protective and decorative medium.

Not only in the use of actual colors as trade-marks, but also in the application of the names of colors, the office is consistent in its rulings. This is shown by a recent case that is typical of many others, that of the Blue Valley Creamery Company in opposition to the Bridgeman-Russell Company.

In the decision of this case, Assistant Commissioner Fenning held that Bridgeman-Russell is not entitled to register the words

"Green Valley" as a trade-mark for butter, in view of the prior use by the Blue Valley Creamery Company of the words "Blue Valley" on the same goods. The ground of this decision was that, it being at best doubtful whether there would not be confusion occasioned by the contemporaneous use of the marks, the doubt must be resolved against the later comer. In his decision the Assistant Commissioner, after explaining that the Blue Valley company had shown prior use of the words "Blue Valley," said:

"The question then becomes simply whether 'Blue Valley' and 'Green Valley' are sufficiently similar to be likely to cause confusion. I have some doubts with reference to this matter. I believe, however, that we should follow the well established rule (*Waltke & Co. v. Schafer & Co.*, 273 O. G., 630; 49 App. D. C. 254; 1920 C. D., 167), and resolve the doubt against the later comer.

"Applicant endeavors to show that its goods and opposer's goods have been side by side in the same market for a period of years and no confusion has existed. I am unable, however, to find that the proofs definitely show that applicant has put out butter marked 'Green Valley' for more than a very short time prior to the institution of the opposition proceedings."

In another interesting case involving the color strands in ropes, the registration of the Columbian Rope Company was opposed on the basis that the colors used were mere grade marks. But the defense listed four large pages of references to court decisions—about eighty in all—holding color marks to be good trade-marks, and the commissioner was convinced of the validity of the claim for registration.

Still another case involves the question of the registration of an application of color which is a custom. In this case, that of the Ames Shovel & Tool Company in opposition to the Baldwin Tool Works, the Assistant Commissioner held that the latter concern is not entitled to register, as a trade-

Who Owns The American Telephone and Telegraph?



YOU may think of the stockholders of The American Telephone and Telegraph Company as a small group of wealthy men. As a matter of fact, this Company has the largest number of stockholders of any corporation in the world and no one class predominates. The list comprises men and women of every walk of life.

The funds supplied by 345,466 stockholders have been largely instrumental in helping this great corporation to build telephone plants in every section of the United States. And it is a significant fact that within the past four years (the period of TRUE STORY'S greatest growth) the number of stockholders in the American Telephone and Telegraph Company has increased from 139,400 to the present figure.

This is only one instance of the modern wide-spread distribution of wealth among *all* the people, upsetting, perhaps, our pre-

vious theories about buying power and buying desire.

TRUE STORY, during the period of this development, has opened a vast new market hitherto scarcely touched by national advertisers, especially those using media going to the same class of people year after year.

TRUE STORY, therefore, has "The Necessary Two Million," because it adds to whatever else you are buying an assurance of more thoroughly covering your market.

True Story

"The Necessary Two Million"

"GREATEST COVERAGE—LOWEST COST"

mark for shovels, spades, scoops, post-hole diggers and wooden handles, a mark consisting of the words "Red Head" used in connection with the color red on the handles of the goods. The Patent Office report of the case states further:

"The ground of the decision is that it has been common practice, by the Ames Shovel & Tool Company, of Boston, Mass., and others, to paint the handles of various tools, such as those to which the applicant's mark is applied, in various colors and that various parts of the handles which are made of metal have been painted to prevent their rusting, and that no one is entitled to adopt a mark which would exclude the rest of the trade from employing the ordinary manufacturing practices."

After discussing these and several other cases of the kind, an official of the trade-mark division of the Patent Office summed up the subject in this way:

"Generally speaking, the validity of a trade-mark use of color may be readily determined. It cannot be a mere decorative use; it must not be the application of a utility which attempts to make distinctive a necessary process; nor can it be a use which attempts exclusion of a trade practice or custom. In fact, it has been the consistent practice of this office to consider as valid trade-mark uses of colors only those which are arbitrarily chosen colors given unusual or arbitrary locations on the goods."

Appointed Chicago Manager of Krieger Publications

Roberts Ferris has been appointed manager of the Chicago office of the Krieger Publications, New York. These publications are *Lighting Fixtures and Lighting, Lamps* and the "Buyer's Directory and Catalog of the Lighting Trade."

H. J. Mayrand Joins "The Modern Hospital"

Hubert J. Mayrand has joined the Eastern sales staff at New York of *The Modern Hospital*, Chicago. For five years he was with the George Batten Company, Inc.

Registers Trade-Mark for Use on Advertised Traffic Marker

Application for registration of the name "Traffic Line" has been made with the Patent Office by the Tennessee Tool Works, Inc., Knoxville, Tenn. This name is used on a machine which marks lines on city streets and public highways for the guidance of traffic. In advertising this product, F. W. Fisher, president and general manager informs PRINTERS' INK, publications reaching road builders, contractors and public officials are being used. In addition the company is using direct mail to reach State, county and city officials who are directly responsible for handling traffic problems in their respective communities.

Appoint Charles C. Green Agency

Mackie, Hentz & Company, investment securities, and the Wanamaker Institute of Industries, both of Philadelphia, have placed their advertising accounts with the Philadelphia office of the Charles C. Green Advertising Agency, Inc. Newspapers in Philadelphia, Northern Pennsylvania and New Jersey will be used by the latter account.

H. M. Taylor with Harry M. Frost Agency

H. M. Taylor, formerly advertising manager of the American Radio Research Corporation, has joined the staff of the Harry M. Frost Company, Inc., Boston advertising agency. He is in charge of copy and production. Mr. Taylor was at one time technical publicity director of the Aluminum Castings Company, Cleveland.

P. T. Dodge Resigns from International Paper Company

Phillip T. Dodge, chairman of the board of directors and a director of the International Paper Company, New York, has resigned. He was president of the company from 1913 to 1924, when he was elected to fill the newly created position of chairman of the board of directors.

Oakland Has New Advertising Business

The Clark-Mills Company, Ltd., is the name of a new advertising business which has been formed at Oakland, Calif., by Addison N. Clark and Burnett S. Mills.

Death of Joseph D. Rogers

Joseph D. Rogers, for ten years general sales manager of the Art Metal Construction Company, Jamestown, N. Y., of which he recently became vice-president, died last week.

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Music and Advertising



FOR three consecutive years Rudolph Wurlitzer Company, one of the best known musical instrument houses in the country, has used more display advertising space in the Evening American than in any other Chicago daily newspaper.

This is an emphatic endorsement of the HOME APPEAL of the Chicago Evening American from an advertiser thoroughly familiar with the local newspaper situation.

CHICAGO EVENING AMERICAN

A good newspaper

Daily average net paid circulation for the six month period ending March 31, 1925—474,230



Two out of every five dealers
on this street are Elks

The Elks Magazine reaches more merchants
than any other general magazine of equal
circulation. We have the proof. Would you
like to see it?

THE ELKS MAGAZINE, 50



The Elks

Magazine

850,000 Men
—and their families

122,300 reader owners of this magazine are identified dealers —more than interested in the products advertised in the largest magazine for men.

12nd Street, New York City

A Great Medium in A Great Market

The Market—Sales executives, advertising managers and space buyers should not overlook Northern Ohio for fall and winter business. 3,000,000 responsive people—a great percentage of them home-owners and automobile drivers—thrifty, progressive **BUYERS**.

The Medium—The Cleveland Plain Dealer is the only medium reaching and covering this market adequately. For years it has carried **MORE** national advertising lineage than all other Cleveland newspapers combined. 965 national advertisers out of a total of 1895 use no other Cleveland newspaper.

With the Plain Dealer you can reach and sell the **BUYERS** of Northern Ohio at one cost.

The Cleveland Plain Dealer

ONE Medium ALONE ~ One Cost Will sell it

J. B. WOODWARD
110 E. 42nd St.
New York

WOODWARD & KELLY
350 N. Mich. Ave., Chicago
Fine Arts Bldg., Detroit

R. J. BIDWELL CO.
Times Building
Los Angeles

R. J. BIDWELL CO.
742 Market Street
San Francisco, Cal.

The Governor of Maine Directs an Advertising Campaign

Governor Brewster Takes an Active Part in Raising Funds to Advertise the State to Tourists

By Bernard A. Grimes

FOR three years the attractions of Maine as a vacation resort have been advertised to the people of other sections by the State of Maine Publicity Bureau. Its efforts have been successful in bringing to the State a host of tourists each of whom, it is estimated, spent an average of \$90. The total amount of money spent by these visitors has run into millions of dollars, greatly stimulating the business of merchants and farmers throughout the State. As a result, the people of Maine are strong for community advertising.

Credit for winning over the people of Maine to the value of advertising goes to the business men who organized the Bureau. At the outset they decided that the campaign was to be strictly State-wide. This policy was rigidly adhered to, and no favoritism was shown to any special section. The campaign has therefore created a unanimity which has united every city and hamlet in the common purpose of selling Maine to the country.

The Bureau has received the active support of Ralph O. Brewster, Governor of Maine, who is a director and member of the executive committee. The Governor was quick to recognize the possibilities for further expansion of the Bureau's activities and during his election campaign and since his inauguration he has been the leader in promoting this advertising.

The plan of advertising, as developed by Governor Brewster, has three parts. First, the legislature has appropriated \$25,000 a year for two years to be spent in the compilation and printing of booklets, folders, maps and other data regarding Maine's resources. This

money is to be spent under the direction of the Governor and a council. Second, the cities and towns have made advertising appropriations for the purpose of advertising in newspapers and magazines.

That the campaign might properly function and that the people's money be appropriated by legislative action, and the city and town appropriations might be safeguarded, the Maine Development Association was formed. This association directs the expenditures of the city and town appropriations. It is made up of a president, treasurer, secretary and corresponding secretary, all serving without pay. Each of the sixteen counties is represented with a chairman. These chairmen in turn, from among their members, elect an executive committee of seven.

ANOTHER FEATURE

Another feature of Governor Brewster's plan was his decision to have the Maine Development Association co-operate with organizations which already had been established and which by experience were well fitted to take up the work of handling inquiries created by the advertising. The State of Maine Publicity Bureau, through its three-year contact with the touring public, will follow up inquiries from tourists. The State Chamber of Commerce, the Agricultural League, the Associated Industries and other similar organizations will follow up inquiries related to their special field.

It was the duty of the county chairman to have an article introduced into the town warrant calling for an appropriation to be spent in State publicity which was to be voted on at an annual town

or stated city meeting. Appropriations made so far amount to more than \$30,000. Portland heads the list with \$10,000 and this runs down in varying amounts to the little village of Hope, which is only a collection of houses at a cross-country road, which appropriated \$10.

To avoid the necessity of calling together all the members of these various committees, three persons were appointed from each of the committees representing the three organizations, i. e.: the Governor and council, the Maine Development Association, and the State of Maine Publicity Bureau. These nine appointees constitute a committee which finally passes on all matters relating to newspaper and magazine advertising and the printing of booklets. Further to avoid the necessity of getting all these nine people together at frequent intervals, one person was designated by each committee to co-operate with the Bureau's publicity committee.

The newspaper advertising campaign started on April 19. Copy appeared in a list of twenty-six newspapers in cities east of the Mississippi River, continuing until July 12. In response to coupons published with the advertisements, if no letter is written, the Bureau sends the literature requested with a printed postcard inviting the prospect to ask for more detailed information. Following the first day's advertising, the Bureau received 1,002 requests for literature. Up to July 1 a total of approximately 6,000 direct inquiries were received.

"The State of Maine is convinced, both from its own experience and from its observation of others, that State development is exactly like the development of any business, and that very similar methods will produce results," said Governor Brewster in a statement to **PRINTERS' INK**. "Extension work in any line today is both a science and an art and commands highly specialized talent.

"With this idea, Maine is definitely trying to find out what of its resources may serve a national

need, and is then seeking through all proper channels to place these products and resources before the people of the United States."

Schedule of Hearings of Congressional Postal Committee

The itinerary of the Congressional special joint subcommittee on postal rates has been completed. The first hearing will be held at Washington on July 20 and will be followed by hearings in nine other cities. The National Council of Business-Mail Users plans to have witnesses appear at each hearing for the purpose of submitting testimony in support of its campaign to secure the passage of another postal bill at the next session of Congress.

The schedule of the subcommittee's hearings follows:

July 20, Washington, Room 210, Senate Office Building; July 21, hearings in Washington continued, if necessary; July 23, Atlanta, Ga., Henry W. Grady Hotel; July 28 to August 1, Philadelphia, Bellevue-Stratford; August 3 to August 8, New York, Waldorf Astoria.

August 10 to August 13, a hearing will be held in Boston at the Hotel Touraine; August 14, and the morning of August 15, in Augusta, Me., Augusta House; August 17 and the morning of August 18, Buffalo, N. Y., Hotel Statler; August 19 to 26, Chicago, Congress Hotel, and August 27 to August 29, St. Paul and Minneapolis.

Fairchild Starts New Publication in Paris

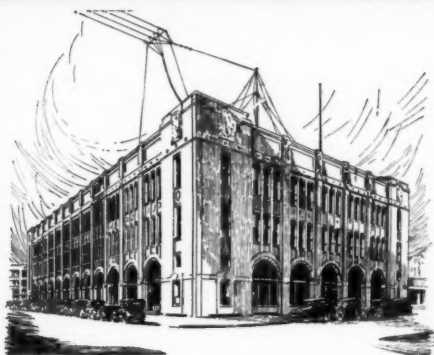
The Fairchild Publications, New York, started publication last week of *Fairchild's International Magazine*. The new magazine, which will be published in Paris, will be issued monthly. It is devoted to the international textile and apparel worlds, featuring style and merchandising news of men's wear, as well as women's wear.

New Accounts for Brooke, Smith & French

The Silent Automatic Corporation, manufacturer of the Silent Automatic Oil Burner and the Traub Manufacturing Company, maker of Orange Blossom wedding and engagement rings, Detroit, have placed their advertising accounts with Brooke, Smith & French, Inc., Detroit advertising agency.

Farm Implement Account for Norris-Patterson

The Mathew Moody & Sons Company, Terrebonne, Que., manufacturer of farm implements, has placed its advertising account with the Montreal office of Norris-Patterson Ltd., advertising agency.



As A Sales Medium The News Is Unrivalled In Detroit

DURING the first six months of this year, The News totalled 16,414,678 lines of advertising, a new record for this period exceeding its last year's achievement, although in that year it led the world in advertising. More significant of the effectiveness of Detroit News advertising is, however, its leadership in practically every selling classification as listed below. This tabulation shows how The Detroit News is the universal selection for the sale of every type and class of merchandise.

*News Printed More Advertising the First
Six Months of 1925 in These Classes
Than the Other Two Detroit
Newspapers Combined!*

Classified
Department Stores
Drug Stores
Electrical
Footwear
Furniture
Groceries and Food Products
Hardware and Sport Goods

Household Articles and Equip-
ment
Jewelry
Radio
Rotogravure
Toilet Articles and Shops
Men's Wear
Women's Wear

More Than Nearest Detroit Newspaper

Automotive
Fuel

Musical Instruments and Supplies
Tobacco

The Detroit News

Greatest Circulation, Week Day or Sunday, in Michigan

State Court Ruling on Anti-Trust Law

THE right of a manufacturer to select his own customers was upheld in a ruling recently handed down by Justice Glennon of the Supreme Court of the State of New York, in the case of Landauer and Ano. v. Bard Parker Co. *et al.* The court's decision favored the Bard-Parker Company, Inc., New York, which was made the defendant in an action brought by a dealer, under the New York State Donnelly Anti-Trust Law, to compel the company to sell to him its patented surgical knife.

The basis of the action was the company's refusal to sell its knife to said dealer for the reason, *inter alia*, that he was an unfair price cutter. The latter alleged that the company and its officers, in and by reason of such refusal, had entered into a conspiracy to monopolize and restrain trade in the sale of its product in violation of the anti-trust law. The court declared this allegation to be wholly unfounded and the action was dismissed.

In his decision, Justice Glennon said that the Bard-Parker company had been granted a monopoly in its product by law and that it had a perfect and complete legal right to deal with whom it chooses. He said that the dealer had failed to show the existence of any conspiracy in restraint of trade.

In the course of this action, the plaintiffs attacked the legality of the "Uniform Domestic Sales Agents' Contract," under which the Bard-Parker company merchandises its products directly to the using public. It was alleged that this contract is a cloak for and evidence of a conspiracy in restraint of trade in violation of said law. This allegation the court also squarely denied. Justice Glennon said: "... The contract in question is perfectly legal. If the company desired to sell its product direct to the consumer, it violates no rule of law in attempting to do so."

The case establishes that the refusal of sale to price cutters does not, *per se*, involve an illegal agreement solely because the result may be a general observance of the suggested price; and upholds the agency plan.

Now the Hecker-H-O Company, Inc.

Following the merger of the H-O Cereal Company, Buffalo, and the Hecker Cereal Company of New York, which was reported in the December 11, 1924, issue of PRINTERS' INK, the name of the new consolidated company has been changed to the Hecker-H-O Company, Inc. The headquarters of the new company will be at Buffalo. Among the products manufactured by this company are: H-O Oats, Hecker's Cream Oats, Wheat Flakes, Hecker's Cream Farina, Hecker's Pancake Flour, Presto Flour, Hecker's Buckwheat Flour and Force.

Death of William Maxwell

William Maxwell, former vice-president of Thomas A. Edison, Inc., died at his home in New Jersey on July 11. He was the founder and president of the William Maxwell Institute at East Orange, N. J., which gives correspondence courses in salesmanship.

Mr. Maxwell was the author of several books on sales and advertising. Among these are "Salesmanship," "The Training of a Salesman" and "If I Were Twenty-One." Mr. Maxwell was a member of the New York Sales Managers' Club.

Oil Burner Account for Evers, Watrous Agency

The International Heating Company, St. Louis, maker of oil burners for cook stoves and furnaces, has placed its advertising account with Evers, Watrous & Company, Chicago advertising agency. Plans call for the use of farm publications and direct-mail advertising.

C. S. Bokelund to Join "The Elks Magazine"

C. S. Bokelund has resigned as Eastern manager of Associated Farm Papers, Inc., to become a member of the advertising staff of *The Elks Magazine*, New York. This change takes effect August 1.

"Advertising" to Be Merged with "Editor & Publisher"

Advertising, New York, will be merged with *Editor & Publisher*, also of New York. The merger takes effect with the July 18 issue of the latter publication.

First at the Turn of the Half Year!

THE EVENING WORLD reached the half-year post far and away ahead of its field, as the following figures indicate:

Paper	Gain in Aggregate Lines
THE EVENING WORLD . . .	406,342
Second Paper	297,840
Third "	275,962
Fourth "	196,676
	Loss in Aggregate Lines
Fifth Paper	1,262,944

THE EVENING WORLD has taken command of the New York evening field. Not only is it first in its advertising gains, but it has added circulation faster than any other paper in its field.

It is the outstanding advertising value in one of the most highly competitive groups in American newspaperdom.

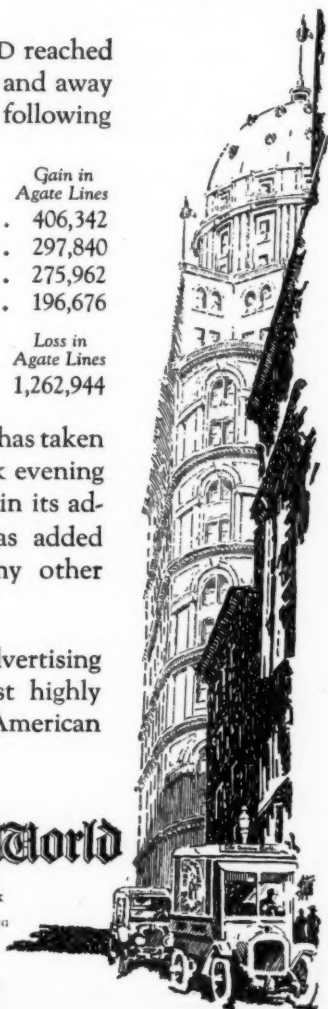
The Evening World

Pulitzer Building, New York

TRIBUNE TOWER CHICAGO GENERAL MOTORS BUILDING DETROIT

TITLE INSURANCE BUILDING LOS ANGELES

SECURITIES BUILDING SEATTLE CHANCERY BUILDING SAN FRANCISCO



THE following telegrams are particularly significant because such response never comes at this time of the year. In the past when the magazine has made any real forward strides on the newsstands, it has been in the Fall and Winter months.

* * *

(June 16th) Need 1000 more July Cosmopolitan.

J. N. EISENLORD,
CHICAGO, ILL.

(June 29th) Need 500 more July Cosmopolitan.

J. N. EISENLORD,
CHICAGO, ILL.

(June 12th) Rush today '25 July Cosmopolitan.

HOTEL BRIGGS NEWSSTAND,
WILSON, N. C.

(June 12th) Shoot 200 July Cosmopolitan.

LAWRENCE MAGAZINE AGENCY,
MIAMI, FLA.

(June 14th) Rush 500 July Cosmopolitan at once.

LAWRENCE MAGAZINE AGENCY,
MIAMI, FLA.

(June 16th) Rush 100 July Cosmopolitan.

MARYLAND NEWS CO.,
BALTIMORE, MD.

(June 16th) *Rush 200 Cosmopolitan immediately.*

CITY NEWS CO.
TORONTO, CANADA.

(June 20th) *Send 60 July Cosmopolitan.*

C. A. GOODRICH,
WEST PALM BEACH, FLA.

(June 20th) *Received 25 extra July Cosmopolitan
Want 25 more at once.*

GEO. W. RUSSELL,
ROCHESTER, MINN.

(June 13th) *Please send 35 July Cosmopolitans.*

MARGARET GOODRICH,
TOPEKA, KANS.

(June 18th) *Send 15 additional July Cosmo-
politan.*

SAM. MOYER.
LAWRENCE, KANS.

(June 15th) *Rush 200 July Cosmopolitan.*

DEWOLF NEWS CO.,
INDIANAPOLIS, IND.

(July 4th) *July Cosmopolitan, Avalon clean sale,
Los Angeles excellent, entire territory
reports same.*

JOS. D. BISHOW,
LOS ANGELES, CAL.

Hearst's International

Combined with

COSMOPOLITAN

first

in Radio Advertising

The New York Herald Tribune for the entire year of 1924 and for 1925 to date carried more Radio Advertising than any other morning and Sunday newspaper in America.

Concentrate your advertising in the best radio newspaper, the Herald Tribune, to cover the world's greatest market.

New York
Herald Tribune
America's Most Complete Newspaper

It Isn't Necessary to Picture the Entire Product

In Fact, There Are Times When It Is Inadvisable to Show Too Much At Once

By W. Livingston Larned

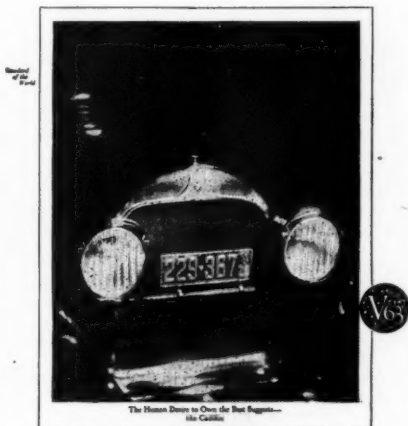
CURRENT Cadillac advertising has achieved what, to a considerable extent, is a new illustrative thought, in automobile campaigns. It has been almost a tradition, in automotive circles, to picture a complete car. The Cadillac plan, however, is to select one part of the machine, and enlarge upon it, while all else is eliminated. It seems to get back to the old adage that "a slice of bread suggests the whole loaf."

In putting almost any kind of product into picture form, it must be obvious that to segregate one portion, and reproduce it as large as possible, in opposition to showing the product in its entirety, offers large illustrative and composition possibilities which are immeasurably more striking.

In any event, it is now characteristic of Cadillac advertising that parts of a car have been put to the forefront of all compositions, rather than a complete Cadillac, and the result is decidedly interesting in a pictorial sense.

In arriving at these compositions, the advertiser appears to have been influenced by certain specific views which would represent the high spots in optical consideration of a motor car. The interior of a limousine, as seen by its occupant; the hood and windshield, as observed by the individual at the wheel, or the radi-

ator and lamps, which would be the view of the "man in the street" as the car approached, head on, and similar viewpoints, all are of admitted advertising significance. By photographing the car, at



C A D I L L A C



THIS NOVEL TREATMENT STIMULATES IMAGINATION

night, in the head-on position, Cadillac created a particularly attractive composition, and one which constitutes a novelty in the advertising of motor cars.

The question naturally arises: "To just what extent can a product be pictured, in this curtailed manner, without sacrificing anything? Does the consumer ex-

pect to see a picture of the entire object?"

Not necessarily. It is reasonable to assume that he is equally keen to see enlargements of important details in which he should be, and often is, vitally interested. An advertiser of kitchen cabinets, for instance, found, somewhat to his surprise, that enlarging upon certain small but important novelties of the cabinet, was even more remunerative than to devote all his illustrative space to the complete cabinet. What he did do was to show the cabinet, as a whole, in very small size, elsewhere in the advertisement.

An adding machine had long concentrated, pictorially, upon faithful visualization of the different new models, when even superficial experiments proved that an exclusive shift key was more important, in the buyer's eye, than the instrument in its entirety.

Many manufactured products bear a close family resemblance when presented in picture form. But a product may possess some patented feature which emphatically differentiates it from its competitors, and it is in such instances that a part of the whole is better, in illustrating a campaign, than the complete thing. Or again, an advertiser may employ his illustrative space to tell a serialized picture story of the product, flitting from place to place, and point to point, until, throughout a series, every important detail has received the limelight.

The elasticity of such compositions is remarkable. There is the case of a tire manufacturer who based a series of six large illustrations, not on the complete tire, but on the distinctive tread. The first drawing was of an enlarged section of the tread and the side walls of the shoe. Next came a view which presented about five inches of the surface of the tread. This was followed by an equally large showing of two or three units of the tread pattern, and the series rounded out with one large tread unit, many times larger than actual size.

"My only mark of identification is my tread pattern," this advertiser stated. "All tires look alike when you get them into the ordinary picture. But I had something in this tread which the others did not have. Therefore, I cared more about it than I did about big reproductions of a complete tire."

The reinforced heel or toe of a line of hosiery may be a 100 per cent illustrative theme, while even the most handsome showing of the entire hose, in large space, would be weak by comparison.

There is another important consideration in this connection. This type of illustration provides new material for the artist and the copywriter.

A DEALER CRITICIZES

It is recalled that an old-line manufacturer of a very famous farm wagon was reminded by his dealers that the advertising of the company had taken on a discouraging sameness. "You might just as well select one advertisement and repeat it all the remainder of your business life," wrote in a disgruntled South Carolina agent. "Honestly, I hate the sight of it in your farm-paper advertising. Can't you do something different? Can't you strike a new note for your illustrations, at least? Everybody else appears to have found a way."

The constant repetition of such criticism as this prompted the manufacturer to seek outside advertising talent.

It was found that at the lowest possible count, there were thirty-six important individual features of construction about this farm wagon. The new man who was called in devoted half of every farm-paper page to an enlarged reproduction of some one vital, patented feature, and the advertising at once took on a new and even more practical appearance which it had heretofore lacked.

"Strange, I never thought of it," admitted the manufacturer. "When it came to pictures, I thought only of my product as a whole. I thought I had to show all of it, not parts. Now I can

Potent Evidence

ADVERTISERS gave crowning evidence of their overwhelming preference for The Times-Picayune by using 24,830 lines more space in it during June than in the two evening-and-Sunday papers combined—seven issues a week against fourteen.

They used 149,617 lines more space in it than in the "combination" evening-and-Sunday paper plus its morning issue—seven issues a week against thirteen.

They invested more advertising dollars in The Times-Picayune than in all the other New Orleans papers combined—seven issues a week against twenty.

The lineage figures are from official records of the New Orleans Publishers Association. They include 14,056 lines of city printing carried exclusively in the "combination" evening-and-Sunday paper under a contract obtained by bidding the lowest rate.

Only faithful, steadfast service to readers and outstanding results to advertisers could create such a marked supremacy in advertising volume.

The Times-Picayune.

FIRST FOR THE SOUTH

Representatives: Cone, Hunton & Woodman, Inc., New York, Chicago, Detroit, St. Louis
Kansas City and Atlanta: R. J. Bidwell Co., San Francisco and Los Angeles.

see just how much at fault I have been."

It is not unusual for an advertiser to include all of his argument-points in one illustration, in a diagrammatic way. This is by no means the best policy, however, because such illustrations are almost always complicated and difficult to follow. Few people have the patience to wade through all of the details. A single feature may form the best possible argument for an entire advertisement. It must be remembered that a campaign is a serial story. The reader soon grows to look for additional features. He does not demand that the entire story be told in one display. In fact, he is apt to prefer the vastly simpler form.

An advertiser of hammers soon discovered that a picture of his product, in large size, was of far less consequence than narrowing it down to why the head of the hammer did not work loose from the handle. Here was a common fault of most hammers.

In advertising suspenders, another manufacturer thought that he must show the product in its entirety, and did so, although there was nothing distinctive in such illustrative material. He was literally compelled to come down to a large drawing of the one part which supplied the real reason for purchasing his suspenders.

There is something impressive in the story of the man who put out a popular-price box of chocolate-covered almonds. It was his pet delight to present his attractive container in all advertising. The label was attractive and had been painted by a famous artist. With the many tissue-paper overlays thrown aside, the box of candy made what would appear to be the best possible illustration for advertising purposes.

But it took the initiative of a college-boy son, who had been studying advertising, to make him narrow all this down to an enlarged picture of a single piece of candy, sliced in half, to show how much chocolate covering there was, and the fact that a sizable almond nestled in the heart of it.

There are exceptions to this, of course. During the earlier years of certain products, the advertising and merchandising effort aimed for certain effects which precluded this style.

In the advertising of Nesco Oil Stoves, it was speedily found that the illustrations which concentrated on the idea of the blue gas contact flame were vastly more significant to the consumer than any views of the entire stove, however beautifully they might be illustrated and regardless of the charm of human-interest figure details. The blue gas contact flame is a feature. And, therefore, it is not strange to find illustrations, page size, for the Nesco, which gray-down the entire stove, and bring out, in detail, only a single burner and this, in perfect detail.

It is unquestionably true that illustrations under a magnifying glass, close-ups, photographically perfect, of the two kinds of brake lining to be had are of more importance, pictorially, for Thermoid than the largest views of a complete installation of the product. The user of brake-lining can see, in these close-ups, that Thermoid is of compact texture and therefore wears down slowly. The ordinary texture of a brake lining, under an enlarging glass, shows a loosely woven texture. The picture of the product, in its normal state, would prove nothing, in so far as mere advertising illustrations are concerned.

The modern public buys today, from a wide assortment of every individual classification of product, for specialized reasons. There may be fifty different electric toasters on the market, and all look rather much alike, but the housewife, after finding the inherent weakness of the invention, as a whole, goes to the dealer and demands a toaster which will do this and which will avoid that.

And the advertising which concentrates, pictorially, on such features, is the successful illustration. It is true of almost everything manufactured. The public is looking for individual details of excellence, rather than a product as a whole.

Oil
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BOSTON may be likened unto no other city. Swayed and guided by age-old customs and traditions, Boston's population is divided into two distinct groups. Because of this division the newspapers that serve this great market unavoidably separate into two distinct groups.

Each is edited and printed in the manner calculated to interest and satisfy one certain group of readers. Each serves its clientele faithfully and well—so well, in fact, that no newspaper published for one of Boston's two great groups of population can ever duplicate its circulation in the other.

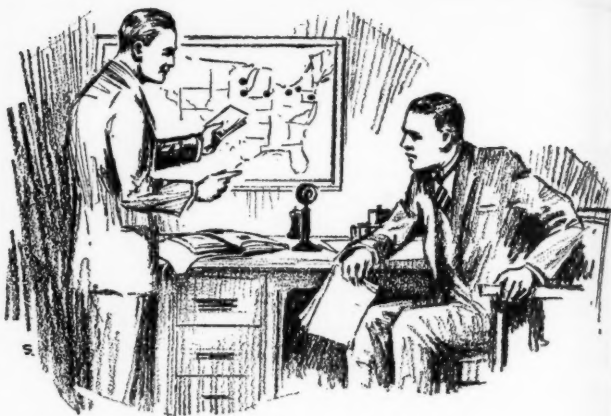
To reach one of these Boston groups, you have a choice of several good newspapers.

The other great group is covered by the Herald-Traveler—and by the Herald-Traveler *alone*.

Let us show you why the Herald-Traveler is absolutely essential in reaching the real Boston market. Write us today on your business stationery for a copy of "Business Boston," an instructive booklet that should be in the hands of every thoughtful advertiser.

BOSTON HERALD-TRAVELER





More to Sell Than Space

Standardized merchandising service that is the maximum of efficiency in opening up a territory or in extending trade already under way is now available to advertisers through the grouping of the Boston American, Chicago Evening American, Detroit Times, Rochester Journal, Syracuse Telegram and Wisconsin-News (Milwaukee).

**BOSTON AMERICAN
CHICAGO EVENING AMERICAN
DETROIT TIMES**

These six newspapers are represented in the National Field by one contact and merchandising organization. It is composed of men who KNOW their markets, who study them and are trying every minute to render real service to manufacturers and their advertising agents.

If you question this, and are interested in any of the markets covered by the newspapers listed, send a wire of inquiry to the nearest office of the group and see how fast and how accurately the response comes back. And it will be a response based upon FACTS and not a word painting of a pretty picture merely to placate the inquirer.

A representative of this group of newspapers will welcome an opportunity to discuss with national advertisers a plan built upon practical sales co-operation and intelligent personal service.

EASTERN OFFICE	WESTERN OFFICE	NEW ENGLAND OFFICE
2 Columbus Circle	Hearst Building	5 Winthrop Square
New York	Chicago	Boston
R. E. BOONE	H. A. KOEHLER	S. B. CHITTENDEN

ROCHESTER JOURNAL
 SYRACUSE TELEGRAM
 WISCONSIN NEWS (MILWAUKEE)

The *MIGHTY* Northwest is "sitting pretty"



This map from the June issue of the Nation's Business reflects conditions as of May 1.

*Good business in March
Good business in April
Good business in May*

Experts in the grain business are looking to the Northwest for a "bumper yield." If the bumper crop now "on the way" should arrive, the price will be nearer \$2 than last year at threshing time. Business in the Northwest is now reported as "good," but with a huge crop of wheat bringing close to \$2 a bushel, business will jump from "good" to "excellent." And that in less than ninety days.

St. Paul Dispatch St. Paul Pioneer Press

*Supreme in St. Paul, key city to the Northwest.
Supreme in the 25 largest towns in Minnesota.
Supreme in the richest part of the rich Northwest.*

O'MARA & ORMSBEE, New York

Chicago

Detroit

San Francisco

Asking the Consumer to Share Advertising Costs

Sometimes He Will Pay for the Recipe Book or Instruction Manual When Real Merit Is Built into It

CHICAGO, ILL.

Editor of PRINTERS' INK:

Under what circumstances do you consider that a manufacturer may find it good policy to sell rather than give away to consumers a recipe book or instruction manual which recommends or specifies the use of his product? We are thinking of compiling a recipe book for the food product which we manufacture. The product is not usually used in cooking or preparing other dishes.

Our company has advertised for some time but not as largely as two or three other manufacturers in the same field. The cost of putting out a really authoritative recipe book and distributing it free will be more than we feel that we can afford, and we are wondering if consumers will buy a recipe book for a few cents. The recipe book which we have planned will be well worth the amount we want to ask for it.

Have you any information regarding the experiences of other advertisers in asking consumers to pay for recipe or similar books? We shall appreciate any assistance you may give us.

USUALLY there are two outstanding aims in mind when a manufacturer debates the advisability of asking consumers to pay for recipe books or instruction manuals which he advertises. One of these is to hold down advertising costs. The other is to keep these books, which are generally expensive, from getting into the hands of people who are not real prospects for the merchandise which the manufacturer has to sell. Making a nominal charge or asking those who are interested to pay the cost of the book sometimes realizes these aims. Obviously it may also limit the circulation of the book so that only a small section of the potential market is reached.

One of the most successful users of the plan of charging the consumer for a recipe book is Igleheart Brothers, Inc., which makes Swans Down cake flour. For years this company has been publishing a book called "Cake Secrets" and advertising it in its regular copy at ten cents a copy. Hundreds of thousands of these

recipe books have been sold to readers of this firm's advertising and the demand keeps up although the book is only casually mentioned in the advertising copy today.

There are doubtless many reasons why "Cake Secrets" has proved so popular. A few of the outstanding ones are worth mentioning, for they appear to be fundamental. In the first place the baking of cakes at home is still the rule. New standards of excellence in baking breads may have thrust the home baking of bread into the limbo of the past but not so with cake. It is still an art to bake a good cake and most women, it seems, want to know all they can about it. Interest in this art is just as much alive as it ever was. Secondly Swans Down cake flour has long enjoyed a reputation as a quality product. The chances are that the well-known manufacturer who is an advertiser and whose product has a wide acceptance can make a charge for his recipe book and still get a good distribution for it where a manufacturer who has yet to establish confidence in himself would have a harder time of it.

STRONG PRAISE FROM DEALERS FOR DENNISON BOOKS

The Dennison Manufacturing Company of Framingham, Mass., which makes crepe papers and sealing wax, among other products, issues nine booklets for which it charges consumers ten cents a copy. These are instruction manuals showing how to make all manner of decorations, favors, etc., from crepe paper and sealing wax. Dealers buy these books from the company at five cents a copy to resell for a dime to consumers. There is a big and active demand for them.

According to dealers and to representatives of the company

these little books have kept the crepe paper and sealing wax business alive and growing. If they were to be distributed free, one dealer tells PRINTERS' INK, they would not stimulate business much more than they do now, and the company and its dealers would have to shoulder a good size additional cost. These books show how to use Dennison materials for a great number of uses and occasions. They are filled with illustrations and the instructions are pithy and specific. To the outsider the number of decorative and useful articles which these booklets show how to make is nothing short of amazing. It is not so difficult after seeing them to understand why they run into such large size editions. That they pay for themselves is an accepted fact. A questionnaire sent out by the company some time ago, indicates that each of these books that gets into circulation brings back sales of several dollars. Here again is an illustration of a well established and thoroughly known house asking consumers to share its advertising costs. And here again the booklets concern themselves with a subject in which there is abundant interest, namely, home decoration.

A few years ago the Cast Iron Pipe Publicity Bureau advertised a book or manual on cast iron pipe for which it asked those interested to send twenty-five cents. It has since ceased making any charge for this book and sends it free but only to those names on its lists which give any evidence of having a real interest in the products with which the bureau is concerned. The book was never pushed in the bureau's advertising but was given a fair amount of prominence. Requests for the book at twenty-five cents each were not plentiful enough to justify continuing the practice.

A few months ago the Kraft Cheese Company decided to charge ten cents for its recipe book after having distributed it gratis for some time. No special effort to sell the book is being made and the volume of inquiries has fallen off somewhat. However, the company now knows that

back of each request is a genuine interest in cheese and how to serve it. And the recipe books are self supporting. Recently in a single issue of one publication there were three bathing suit advertisements. One advertiser offered to send a book of bathing suit styles and "How to Swim," an interesting booklet by a famous swimming instructor, free on request. A second offered two books on "The Science of Swimming" and "Swimming for Women" by nationally known authorities for twenty-five cents each. The third manufacturer offered a free book on "The Crawl" written by the same authority who wrote "Swimming for Women."

Almost any advertiser who issues a booklet for which there is no charge can get a harvest of requests. The desire to get mail seems inherent and deep rooted in humanity. Children, grown-ups with curiosity complexes and inmates of various types of institutions all appear to derive a peculiar fascination in seeing their names on incoming mail. There is the case of a manufacturer who offered a recipe book free and who found requests coming to him from a number of country farms. Running these down he discovered that they were sent by lonely and friendless individuals who wanted nothing so much as their associates to believe that someone was interested enough in them to write them occasionally.

People by and large believe in the value of anything with a purchase price. They will pay for recipe and instruction books that are authoritative and interesting as is evidenced by the fact that the California Walnut Growers Association gets a wide distribution for its book on Diamond Walnuts at a dollar a copy. If a manufacturer is well known and if the book which he publishes has to do with a popular subject, he should be able to sell it successfully. Beyond that it is not possible to give a blanket answer to the question under what circumstances may he find it good policy to sell rather than give away recipe or instruction books.—[Ed. PRINTERS' INK.

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For June, Gentlemen:

ADVERTISING:

Local	789,460
Foreign	206,966
Classified	246,271

Total 1,242,697

CIRCULATION:

Weekday average:

Total	93,101
City	76,791

Sunday average:

Total	85,788
City	50,721

New Orleans Item-Tribune

Weekdays, 15c a line	Sundays, 18c a line
James M. Thomson	A. G. Newmyer
Publisher	Associate Publisher

National Advertising Representatives

John Budd Company

New York Chicago St. Louis Atlanta
Los Angeles San Francisco Seattle

Government Issues Third Commerce Yearbook

PERHAPS the most interesting information presented by the 730 pages of the "Commerce Yearbook for 1924," published this week by the Department of Commerce, is the comment of Herbert Hoover regarding the manufactures census. After reviewing, in the foreword, the condition of the major industries during last year, he notes that the census brings out vividly the rapid progress in industrial efficiency and in the elimination of economic waste, and continues:

"The figures for 1923 when reduced to a quantitative basis (in order to avoid the effect of decreased purchasing power of the dollar) show that our manufacturing output has increased by fully 60 per cent over that of 1914. It also shows a very substantial gain over 1919. Against this large increase in products the number of wage earners increased by only 25 per cent as between 1914 and 1923, and it is interesting to note that the horsepower used increased 50 per cent in the same period. Wages for 1923 and 1924 were generally maintained at about 100 per cent higher than in 1913 and with the cost of living on a basis of about 70 per cent over the pre-war level our labor is receiving a large share of the result of this increased efficiency in the highest real wages of our history."

The Yearbook for 1924 is issued much earlier than its two predecessors, and it is more valuable both in timeliness and material. As in the case of the previous issues, the purpose of the publication is to assist in laying out long-range programs for the stabilization of industry and trade, so as to minimize the economic losses resulting from the current extremes of the business cycle.

There is a great deal of information of special value to sales and advertising executives, especially those who are called upon to forecast demands. The infor-

mation is summarized carefully, illustrated with charts, and arranged with suitable text matter for convenient comparisons.

The "Commerce Yearbook for 1924" is sold at \$1 a copy by the Superintendent of Documents, Government Printing Office, Washington, D. C., and is now ready for distribution.

Sales Manager's Problems Anticipated

MOORE PUSH-PIN Co.

PHILADELPHIA, July 8, 1925.

Editor of PRINTERS' INK:

Your issues of PRINTERS' INK MONTHLY seem to give me answers to many problems that I find daily confronting me.

Sometimes a matter has come up which has required careful thought before taking any action and the very next issue of PRINTERS' INK MONTHLY which I happen to receive seems to contain the answer to that very problem.

Not only in advertising, but also in problems that daily confront a sales manager, PRINTERS' INK MONTHLY "fills the bill" in such an able manner that it would be like trying to "gild the lily" or "paint the rose" were I to attempt any criticism of its contents.

You can rest assured that as long as I am in active business, and which I hope will be many years to come, I will be a constant subscriber and reader of your publication.

MOORE PUSH-PIN Co.,

W. B. MILNOR,

Sales Manager.

New England Campaign for New Ice Cream Product

The Automatic Ice Cream Cone Company, Cambridge, Mass., manufacturer of Icy Pi, a new ice cream novelty, has appointed The Goulston Company, Inc., Boston advertising agency, to direct its advertising. A New England newspaper campaign is being planned.

Buys Kingston "British Whig"

W. R. Davies has purchased the Kingston, Ont., *British Whig*. He was, until recently, publisher of the Renfrew, Ont., *Mercury*, which has been sold to E. Roy Sayles, who has been secretary and manager of the Canadian Weekly Newspaper Association.

J. H. Cross Appoints New York Representative

Shepard G. Barclay, who, as previously reported, has joined the J. H. Cross Company, Philadelphia advertising agency, has been appointed its New York representative.

Distribution vs. dollars

"National distribution"—a fine, mouth-filling phrase for a sales convention. But it takes more than phrases to meet the factory pay-roll.

Distribution alone is a liability. It is not until distribution to dealers has been translated into sales to consumers that it becomes an asset.

General advertising, unsupported, may move your goods—in time. But general advertising *plus* dealer support is a quicker, surer way of turning distribution into dollars.

*Our job starts where general
advertising leaves off. We'd
like to tell you more in person.
No obligation, naturally.*

CHARLES FRANCIS PRESS

*Sales Promotion Campaigns
to Dealer and Consumer*

**461 EIGHTH AVENUE
NEW YORK**

The Limitations of Advertising*

—and advertising agency service. A common-sense view on what can and cannot be done

LONG AGO intelligent advertising agents learned that no business can succeed by advertising alone.

Too many other factors are essential.

The advertiser, first of all, must have within himself and within his product the power to win.

Many a fine advertising campaign has failed, not because it was unsuccessful in itself, but because the output, the quality, the terms, the deliveries, the policies—what not—were not relatively excellent.

So it has come to pass that men have learned one of the many fundamentals of advertising.

No experienced advertising agent claims for himself the major glory of a great advertising success. He knows the power of advertising full well, but he knows its limitations.

* * *

Advertising is advertising. Every attempt to overcome it—to “dignify” it—merely leads away from profit.

Long ago advertising was correctly interpreted as salesmanship-in-print.

Advertising—and advertising agency service—is not factory management. It is not sales management. It is not factory finance.

*This advertisement was written in March of this year and held for publication awaiting its turn in a series—in the interim, another advertising agent published an advertisement under this same headline, giving what to our minds are excellent and sound views on the same subject. We leave our headline unchanged because we feel the more who preach on this text, the better for advertising as a whole.

Advertising (and advertising agency service) is potent but not omnipotent.

Its fruition should always be in the tinkle of the cash register. Its success is in the profit and loss statement of merchant and manufacturer, and in the good will of the public.

* * * *

Right merchandise is the manufacturers' problem—primarily. Yet the experienced advertising agent can through "salesmanship-in-print" crystallize the minds of the millions.

Let him stop there. If the agent goes further, if he becomes too involved in the process of manufacture or management he loses his most valuable asset—his outside (consumer) viewpoint.

To diversify his talents is to scatter his power. He forgets his client's goal: entrenched leadership and consistent earnings.

* * * *

Just as the manufacturer must concentrate on volume production of fine goods and merchandising to dealers through salesmen, so must his advertising agent devote himself to sound "merchandising-in-print" to the consumer.

For either to become entangled in the other's job, minimizes their genius for collaboration.

Modern manufacturing, distribution and advertising is the climax of Twentieth Century commerce.



LORD & THOMAS

NEW YORK
247 Park Avenue

LOS ANGELES
1151 South Broadway

Advertising

LONDON, ENGLAND
Victoria Embankment

CHICAGO
400 North Michigan Avenue

SAN FRANCISCO
225 Bush Street

Each Lord & Thomas establishment is a complete advertising agency, self contained; collaborating with other Lord & Thomas units to the client's interest.

Your Card of Introduction



The population of greater New York and its trading area is conservatively estimated at 10,000,000—a concentration of buying power unheard of before.

You know all about the lack of duplication in the purchase of evening papers at 3 cents.

We know that your advertisement cannot go into the vast majority of two hundred thousand homes in Greater New York unless it is in *The New York Telegram*. The welcome card of introduction for the national advertiser.

The New York Telegram

Publication Office, 73 Dey Street

Eastern Representative
DAN A. CARROLL
110 East 42nd Street
New York City

Western Representative
J. E. LUTZ
Tower Building
Chicago, Ill.

Schrafft's Strikes the Unselfish Note

Newspaper Advertising in Behalf of the Whole Industry

IT is very hard to strike just the right note in employing that type of advertising known as unselfish advertising. It is not alone hard to strike, but it is hard to make effective. Presumably almost every advertiser who ever used the unselfish motive in his copy asked himself many times, "Is this going to be a dud? Will any benefit react to the trade or to me? Will the public take to this at all or do they *always* want specific stuff?"

After a contemplation of these questions, it is no wonder that more institutional advertising is not used. The mere thought of not talking about his product at all is enough to scare the average advertiser. But perhaps a better explanation of the lack of this type of advertising is that an advertiser using another kind of copy knows just about what it will do—and he is further under the necessity of getting the most he can for his money. In other words he *must* play the sure thing. So it really takes courage, initiative and some careful thinking to enter upon a campaign that is to benefit the whole industry rather than the business of the advertiser only.

The Frank G. Shattuck Company, maker of Schrafft's candies, recently ran a series of advertisements which may be labeled as typically unselfish.

Candy, as candy, was the keynote of the copy. The fact that the advertisements carried the Schrafft signature meant nothing in the copy—candy, not Schrafft's candy, was the topic.

In this series, candy as food received its due. Candy as a stimulant, as a gift, as a purveyor of good feeling—as one paragraph said, "Next time you feel especially tired, or bored, or sentimental, or hospitable, try the shortest cut—Candy." Notice the thought?—not Schrafft's candy especially, but any candy.

The first piece of copy in this series bore the head, "Two Billion

Pounds of Candy, Please!" Above this was a simple line drawing showing a mother and her small daughter making a purchase of loose candy from the grocer, back in the '80's. The copy then proceeded to tell the virtues of candy.

So far as Schrafft's can determine, this is the first time that any figures have been compiled upon the amount of candy the American public consumes in a year. The figure of 2,000,000,000 pounds is the amount Schrafft's figures that the public consumed in 1924.

It is hard to believe when confronted with this tribute to candy that the proverbial "Mexican sweet-tooth" can amount to anything. Certainly if we are the world's best gum chewers we are pretty nearly the world's best candy crunchers!

Several of the paragraphs from this advertisement read as follows:

Incidentally, candy is a necessary part of a well-balanced diet. Candy is an energy-giving food. Candy is part and parcel of our daily life and deserves to be.

Psychologists may tell you that you can eat too much candy. Of course, you can. You can eat too much of any one thing, whether it be candy or beefsteak or pumpkin pie or oysters. But most people don't.

Let us be thankful for candy and that there is so much good candy today. It costs little. It is within the reach of everybody. Yet it is the one gift that is always acceptable, at any time of the year, at any hour of the day, at any place.

Try to imagine what Christmas would be without candy. Or Easter. Or Mother's Day. Or a children's party.

Show us a home where there's an open box of candy on the table and we'll show you a home where there's sunshine and laughter and smiles. A grouch and candy are impossible companions.

Another advertisement in a gaily-decorated oval border is headed, "The Many-Sidedness of Candy." It starts out, "Candy is more than a pleasant-tasting confection. More than an energy giving food. More than just something to eat.

"Candy stands, as nothing else

does, for generous impulses, for kindly thoughts, for the best that's in us. Grouches don't frequent candy stores.

"Candy has done more to spread sunshine in the world than all the Rotary Clubs in existence—and they are doing a good job, too."

It is with this type of appeal that Schrafft's approaches the public; benefiting themselves and the candy industry. These advertisements ran in several of the larger cities around New York, as this is the main territory in which Schrafft's candies are sold—mainly in New York, Boston and Syracuse.

Knitted Outerwear Association Re-Elects Officers

At the annual convention of the National Knitted Outerwear Manufacturers Association, recently held in Brooklyn, N. Y., D. F. Byrnes, of the Bradley Knitting Company, Delavan, Wis., was re-elected president. Other officers re-elected were: O. W. Fishel, first vice-president; William Portner, second vice-president; August Egerer, third vice-president; L. C. Brine, fourth vice-president; Daniel Rheinauer, treasurer; Harold L. Lhowe, counsel and executive secretary, and Emil Zvirin, secretary.

Death of G. L. Storm

George L. Storm, chairman of the board of directors of the American Safety Razor Corporation, maker of Gem, Ever-Ready and Star razors died at New York on July 11. He was at one time vice-president and general manager of the General Cigar Company and later became president of the Tobacco Products Corporation. Mr. Storm had also been chairman of the Sweets Company of America and president of the Candy Products Corporation.

Urbana "Democrat" and "Citizen" Sold

The Urbana, Ohio, *Democrat* and *Citizen*, both published by the Gaumer Publishing Company, Inc., have been sold by the estate of F. C. Gaumer to C. F. Ridenour. Mr. Ridenour is also publisher of the Piqua, Ohio, *Call & Press Dispatch*.

"Concrete" Now Published at Chicago

The Concrete Publishing Company has recently been organized in Chicago to succeed the Concrete Cement Age Publishing Company, Inc., publisher of *Concrete*. Heretofore, *Concrete* has been published at Detroit.

Most Chain Stores Report Gains in Sales

THE F. W. Woolworth Company reports record sales for the month of June. Sales for that month are given as \$17,920,420, as against \$15,485,807 for the same month a year ago. This is an increase of \$2,434,613, or 15.7 per cent. For the six-month period sales amounted to \$101,295,541. This compares with \$91,292,291 reported for the first six months of 1924 and is a gain of \$10,003,250, or 10.9 per cent.

Woolworth's report for June showed the biggest dollar increase of any month so far in 1925. The increase was about \$1,000,000 greater than the gain for May and \$400,000 larger than the increase for January, which was the previous record for the current year.

Old stores, which have been in operation for more than a year, accounted for \$1,599,143 of the gain for June, an increase of 10.3 per cent. In the six-month period old stores increased their volume over 1924 by \$4,876,484, or 5.3 per cent.

The S. S. Kresge Company reports sales for the month of June amounting to \$7,897,531, as compared with \$6,477,823 for June, 1924, being an increase of \$1,419,708, or 21.9 per cent. Sales for the six-month period are given as \$44,654,900, against \$39,355,986 in 1924. This is a gain of \$5,298,914, or 13.4 per cent.

Sales of the J. C. Penney Company, Inc., for the month of June, are reported at \$7,022,025. When compared with \$5,628,383 reported for the same month in 1924, this represents a gain of \$1,393,641, or 24.7 per cent. For the first six months of this year, sales are given as \$35,653,618, against \$29,665,201 for the same period a year ago. This is an increase of \$5,988,416, or 20.1 per cent.

June sales of the McCrory Stores Corporation are reported at \$2,188,714, as against \$1,879,104 for the same month in 1924. This is a gain of \$309,610, or 16.4 per

cent. Sales for the six-month period are reported at \$12,077,323. When compared with \$10,730,492, reported for the same months of the previous year, this is an increase of \$1,346,831, or 12.5 per cent.

The F. & W. Grand 5-10-25 Cent Stores, Inc., report sales for June amounting to \$635,000, compared with \$474,034 for June, 1924. This is a gain of \$160,966, or 33.9 per cent. Sales for the first six months of the year are given as \$3,255,971, against \$2,778,382 a year ago, a gain of \$477,589, or 17.2 per cent. June sales were the largest in the company's history.

June sales of the W. T. Grant Company are given as \$2,356,731, against \$1,795,516 for last year, an increase of \$561,215, or 31.2 per cent. Sales for the six-month period are reported at \$12,601,981, against \$10,194,512 for the same months in 1924. This represents a gain of \$2,407,468, or 23.6 per cent.

The G. R. Kinney Company, Inc., reports June sales of \$1,553,719, against \$1,365,346 for the same month in 1924. This is an increase of \$188,373, or 13.8 per cent. Sales for the six-month period amounted to \$8,386,370. When compared with \$7,770,022, reported for the corresponding period a year ago, this is a gain of \$686,348, or 8.9 per cent.

The Ginter Company reports sales of \$1,012,888 for the month of June, 1925. This is an increase of \$127,159 or 14.3 per cent over June, 1924, when sales amounted to \$885,729. Sales for the first six months are given as \$6,657,083, as against \$6,126,077 for the corresponding period in 1924. This is an increase of \$531,006, or 8.6 per cent.

The Metropolitan Chain Stores, Inc., report that sales for June amounted to \$623,153. This is a gain of \$154,968, or 33.09 per cent over June, 1924, when sales amounted to \$468,184. Sales for the first six months are given as \$3,327,293, against \$2,939,853 a year ago. This is a gain of \$387,439, or 13.1 per cent.

Sales of S. H. Kress & Company for June are given as \$3,343,880, as compared with \$3,369,837 for the

corresponding month of 1924, a decrease of \$26,957. Sales for the six-month period are reported at \$19,240,311, as against \$16,627,847 for last year. This is an increase of \$2,612,464, or 15.7 per cent.

Business-Mail Council Appoints Gridley Adams

Gridley Adams has been appointed executive secretary of the National Council of Business-Mail Users. His headquarters are at New York. Mr. Adams has been engaged in advertising and direct-mail work for a number of years. He was formerly with Rogers & Company, New York, printers and engravers, and the Mantonach Company, Inc., Hartford advertising agency. For three years he was advertising manager of the Stewart-Warner Speedometer Corporation.

Postum Cereal Reports Gain in Sales

The Postum Cereal Company, Inc., reports sales of \$13,277,964 for the six months ended June 30. This compares with \$11,435,495 for the same period in the previous year. After allowing for all expenses, charges and Federal taxes, net income amounted to \$2,260,172, which is an advance of \$579,480 over net income for the same period last year.

Prentiss Vise Buys Cheney Hammer Corporation

The Prentiss Vise Company, New York, has purchased the Henry Cheney Hammer Corporation, Little Falls, N. Y. The Cheney company will continue to operate with practically the same personnel and will be known as the Cheney Hammer Division of the Prentiss Vise Company.

L. H. G. Rubin Joins Triangle Engraving Company

Louis H. G. Rubin has joined the sales staff of the Triangle Engraving Company, New York. For the last twenty-three years he has been with The Class Journal Company.

Clothing Account for McJunkin

Rosenwald & Weil, Inc., Chicago clothing manufacturer, has appointed the McJunkin Advertising Company, of that city, to direct its advertising account.

Leaves "The Shoe Retailer"

F. W. Lines, Jr., who has been sales and advertising manager of *The Shoe Retailer* and *The Hosiery Retailer*, both of Boston, for the last three years, has resigned.

Walter C. Johnson Heads Southern Publishers

AS foretold in a special telegraphic report which appeared in a previous issue, Walter C. Johnson, general manager of the *Chattanooga News*, was elected president of the Southern Newspaper Publishers' Association at its annual convention which was held at Asheville, N. C., on July 7 and 8. This honor comes to Mr. Johnson after nine years of service in the work of the association as secretary. He succeeds Arthur G. Newmyer, associate publisher of the *New Orleans Item-Tribune*. Wiley L. Morgan, general manager of the *Knoxville Sentinel*, was elected secretary.



WALTER C. JOHNSON

One of the principal accomplishments of the convention was the adoption of a code of ethics for the guidance of its members in their relations among each other, with their readers and with their advertisers. This code was submitted by a committee of which W. M. Clemens, of the *Knoxville Journal*, was chairman.

Outstanding among the reports of the various committee chairmen was that of Edgar M. Foster, of the *Houston Chronicle*, who submitted the report of the advertising committee. He explained how the association was carrying on its campaign of advertising the South and its newspapers and the advertising of State by State in the South to the South. It was the consensus of the convention that this was the best thing ever done by the association and a unanimous vote to keep it up was adopted.

M. Straton Foster, manager of the *Clarksville, Tenn., Leaf Chronicle*, won first prize in the members' section of a golf tournament. Fred P. Motz, of the John M. Branham Company, won first prize in the visitors' division.

An increased appropriation was voted for the work of the administration office, which is located at Chattanooga. Cranston Williams was reappointed manager.

Adolph S. Ochs, publisher of the *New York Times* and the *Chattanooga Times* was elected an honorary life member. The following now constitute the board of directors:

Victor H. Hanson, *Birmingham News*; J. S. Parks, *Fort Smith Times-Record*; Frank B. Shutts, *Miami Herald*; John A. Brice, *Atlanta Journal*; Harry Giovannoli, *Lexington Leader*; Frederick Sullens, *Jackson News*; John A. Park, *Raleigh Times*; E. K. Gaylord, *Oklahoma City Daily Oklahoman*; Robert Lathan, *Charleston News & Courier*; C. P. J. Mooney, *Memphis Commercial Appeal*; Edgar M. Foster, *Houston Chronicle*; M. K. Duerson, *Lynchburg News*; W. Guy Tetrick, *Clarksburg Exponent*, and Arthur G. Newmyer, *New Orleans Item-Tribune*.

R. L. Wilkinson to Direct Remy Service Sales

R. L. Wilkinson, vice-president and sales manager of the Klaxon Company, Anderson, Ind., in addition has taken charge of the Remy service department and will direct the sales of both Remy and Klaxon service parts.

I. E. Loveland, who has been in charge of the Remy service department, has joined the General Motors Export Corporation, New York.

New Accounts for The J. L. Sugden Agency

The Spengler-Loomis Manufacturing Company, maker of the Spenlo Stop Light, the Automatic Pencil Sharpener Company, manufacturer of the Chicago pencil sharpener, the Louis Lewin Company, overall manufacturer, and the Lentesty Milling Company, all of Chicago, have placed their advertising accounts with The J. L. Sugden Advertising Company, of that city.

Shirt "Box Parties" Suggested as an Aid to Summer Sales

"Give a box party" is the suggestion offered to dealers in a trade-paper advertisement of The Rauh & Mack Shirt Company, Cincinnati, Ohio. This idea is advanced to stimulate summer shirt sales. "Sell 'em by the box—three shirts at a time" the advertisement reads.

New Fraternal Publication Started

A new fraternal publication has been started at Kansas City, Mo., called *The Masonic Light*. Henry H. Beebe is general manager. The publication began with a May issue.

How Much Did It Cost You to Live Last Year?

Whatever it was, some portion went to pay your share of the nation's freight bill.

Read "Carrying It to Market," by T. C. Powell, Vice President of the Erie Railroad. He makes it strikingly clear how very small is the effect of freight rates upon prices, and how tremendously our markets have been expanded.

The COUNTRY GENTLEMAN

July 18th

THE CURTIS PUBLISHING COMPANY
INDEPENDENCE SQUARE, PHILADELPHIA, PENNA.

Nine Key Markets of Texas



Ninety per cent of all Texas lives in the eastern half of its square mile area—the territory served by the Nine Key Cities.

The estimated wholesale business of the Nine Key Cities for 1924 was —\$2,312,000,000.

Twenty-five per cent of Texas Druggists are in these Nine Key Cities

There are approximately 2,900 drug stores in Texas. 735 of these merchants are located in the Nine Key Cities.

The significance of this to the manufacturer of a product selling to the drug trade, is the fact that distribution at these nine points means contact with almost a million of Texas' four and three-quarters million people.

Nine points control the outlet to nearly a fourth of all Texas' population—nine points that can be easily, quickly and conveniently worked.

It is sure sales strategy to approach the work of selling Texas from this angle. Ready volume from these concentrated retail centers can be quickly computed for any product—multiply your average sale per dealer by 735.

Once product is "over" in the Key Cities, the task of securing distribution in outlying territories becomes easier and easier.

All of the state's principal drug jobbers are located at these nine points. Each point, in its own trade territory, endows your product with its prestige when the sales work in tributary districts begin.

Realize this. Ninety per cent of all Texas people live within the trading areas of these nine cities. Working through them you reach all of the greater Texas market—a market concentrated in less than half of the State's square mile area.

Turn to the newspapers of these cities for specific information. Each will present you, in organized form, a complete analysis of its own territory.

Any newspaper in any key city will gladly provide complete data on its territory. Write today.

A first lesson in Space Buying

QUESTION

ANSWER

- | | |
|--|--|
| What is the third largest market in the United States? | —Philadelphia |
| What is the city population? | —1,823,779 (1920 Census) |
| What's the population of the Philadelphia trading zone? | —3,005,090 |
| How many separate dwellings in the city of Philadelphia? | —420,000 |
| What Philadelphia newspaper goes daily into nearly every home in Philadelphia? | —The Evening Bulletin |
| What Philadelphia newspaper goes into most homes in the Philadelphia trading zone? | —The Evening Bulletin |
| What was the net paid daily average circulation of The Evening Bulletin for six months ending March 31, 1925? | —526,796 copies |
| In what Philadelphia newspaper can you buy advertising space at the lowest rate per line per thousand copies? | —The Evening Bulletin |
| What is the agate line rate of The Evening Bulletin? | —60 cents |
| What Philadelphia newspaper carries most local retail and national display advertisements? | —The Evening Bulletin |
| What kind of a newspaper is The Evening Bulletin? | —High class and conservative |
| Which Philadelphia newspaper has the largest circulation? | —The Evening Bulletin |
| What is the annual business done in Philadelphia, as indicated by the 1924 figures of the Philadelphia Clearing House? | —\$25,645,000,000.00 |
| What city and newspaper should be on the schedule of every national advertiser? | —Philadelphia and The Evening Bulletin |

Dominate Philadelphia

Create maximum impression at one cost by concentrating in the newspaper "nearly everybody" reads—

The Evening Bulletin

PHILADELPHIA'S NEWSPAPER

526,796

Net paid daily average for six months ending March 31, 1925.

The circulation of The Philadelphia Bulletin is the largest in Philadelphia and one of the largest in the United States.



New York—814 Park-Lexington Building (46th St. and Park Avenue)
 Chicago—Verree & Conklin, Inc., 28 East Jackson Boulevard
 Detroit—C. L. Weaver, Verree & Conklin, Inc., 117 Lafayette Boulevard
 San Francisco—Thomas L. Emory, Verree & Conklin, Inc., 681 Market St.
 Kansas City, Mo.—C. J. Edelmenn, Verree & Conklin, Inc., 1100 Davidson Bldg.
 (Copyright 1925—Bulletin Company)

Is This the Way to Get Wholesalers' Co-operation?

A Reply to the Grocery Manufacturer Who Told of the Lack of Help Given His Specialty Salesmen

By a Wholesale Grocer

IN PRINTERS' INK of July 2 there appeared an article entitled "What I Discovered About Wholesale Grocers." From a wholesale grocer's standpoint, that article is of genuine interest. It is not a nagging or fault-finding article. It is not abusive or critical. It is avowedly an effort to bring into the light the genuine, underlying feeling and attitude of a manufacturer—we might almost say of the manufacturer.

First of all, let me assure this manufacturer that the thoughtful wholesale grocer has given as much consideration to the problem of how best to serve that he may profit accordingly, as the manufacturer has no doubt given to his own problem.

As the writer of that article puts it: "The manufacturer and the wholesaler and the retailer constitute the three legs of a stool—each one must hold up its own end." That is a sound thought. The thought therein contained leads to this conclusion: that each one of those legs must be sound and wholesome and free from rheumatism and spavin and all the other ills to which the well-known lower limb is subject.

That being so, let us consider the problem from the standpoint of the wholesale grocer and, without trying to suggest a panacea, let us hope that in the stating of the problem which confronts the wholesale grocer when it comes to working with the manufacturer, there may develop at least one thought which may strike the manufacturer as sound and reasonable and which may tend to bring about a better working condition between him and at least one jobber.

In reading over the article to which I refer, the salient, underlying point which it develops is

that the manufacturer is expected to provide the jobber with some 15 per cent gross margin of profit and that he also is obliged to maintain a real and effective missionary force of his own to supplement the efforts of the jobber and that such missionary work costs some 10 per cent; that this makes a selling cost of 25 per cent to get the goods to the retailer and that this the consumer must absorb. He might also go on to say that he is probably putting 5 per cent of his gross sales into advertising, which brings the total up to 30 per cent before the retailer adds his mark-up and the retailer is figuring on 20 to 25 per cent on his cost (at which figure he isn't exactly profiteering) and that here is a gross cost of some 50 per cent and more to get a can of cleanser or a case of pickles or catsup to the consumer.

Now, what concerns this manufacturer most is the fact that after the wholesale grocer gets his 15 per cent, the manufacturer is seemingly indefinitely called upon to continue his expenditure of some 10 per cent; and if he stops, his sales sag downward. He has principally his 10 per cent selling cost in mind. He would like to feel that he is giving the wholesale grocer 15 per cent and the wholesale grocer will go out and do the job in that particular territory. I feel confident that that manufacturer, as will prove true with most manufacturers, will not begrudge the steady investment of a reasonable sum in consumer advertising. As I said before, the nub of this situation in the mind of this manufacturer seems to be that little matter of 10 per cent. And I can see that if he can solve that problem, if he can do some intro-

ductory work and then see his product pushed along heartily and actively by the wholesale grocer so that he can see that 10 per cent drop to $7\frac{1}{2}$ and then to 5 and possibly to a reasonable and irreducible $2\frac{1}{2}$ per cent, he can then see an additional profit of some $7\frac{1}{2}$ per cent in this particular territory and that matter of $7\frac{1}{2}$ per cent, plus his present profit, which let us agree is probably too small for his invested capital—that present profit, plus $7\frac{1}{2}$ per cent, will combine into a wholesome, healthy and normal net earning.

That, I infer is the problem worth working hard to solve. And from the standpoint of a wholesale grocer, I want to say right here that every thinking wholesale grocer will say to himself that if he, as a wholesale grocer, can fit into the scheme of things and render a service to the manufacturer and to the retailer to the end that that may be brought about, then the 1925 model United States Wholesale Grocer will have much less to worry about than he has right now and can divert some of his mentality, if any, to the perplexing problem of getting around eighteen holes in at least one under three figures. Without any malice or hard feeling, I do maintain that the average manufacturer has had the time and thought to develop a better golf game than the average wholesale grocer, and to this sad and true condition I can testify because of sundry costly and well remembered afternoons.

Many years ago, a man came to my desk and told me about a cleanser his company was about to put on the market. In those days, the modern, powdery cleanser was not in common use. The scouring brick was the popular household commodity. But this man had a good story to tell and an interesting product to show and a convincing advertising program to offer. He was a good salesman and he sold us an initial order. It showed us a gross of 15 and 5 and the conventional and orthodox 2 for cash. We stocked. So did every other wholesale

grocer of decent rating in our market. And the manufacturer lived up to everything his salesman claimed. Over a period of years, that commodity has become the standard and staple product in our market. Unfortunately, some among us in the wholesale grocery business could not see our way clear to accept the gross margin of profit which the manufacturer fondly hoped that we would enjoy, but for this I cannot blame the manufacturer. While the gross margin has dwindled woefully from its one-time 15 and 5, there is still some margin and over a period of a year, some profit, due to ease of handling, rapid turnover and the fact that that particular product literally sells itself. Our salesmen write the item down in passing and the item is generally included by the retailer along with sugar, salt, milk and so on.

Now, a couple of years ago, there came into my office another man with another cleanser. He had claims for it which made it appear better than the one that was selling itself. He had, if anything, a more attractive advertising campaign. We were doing about as much cleanser business as I thought our gross volume would stand. But here was this and that wholesaler in our market, all coming into the fold. And the missionary men were to start in a week and orders would be written through us, so we took on a reasonable quantity.

I don't feel that we have ever done any more cleanser business by having the extra money tied up. I do know that the manufacturer has loyally kept his men and his advertising at work in this market. He has made a real effort to work out a better profit for me, but:

We can't say that we have whole-heartedly co-operated with him. His men have oftentimes worked with our men over our regular territory and during those trips, our billings on that line pick up, but when those missionary men are out next week with some other wholesale grocer's men my men don't seem to get up in the morning and say to themselves: "Now,

I'm going to give each and every retailer just five minutes on Slick Cleanser." On the contrary, they have a milk or a cereal or a this and that salesman with them and he is out for a run for his money. So by 9:30 of a bright and happy Monday morning they are writing down the cleanser that the dealer automatically asks for.

And, honestly, I don't see how or why I should look over their orders on Tuesday morning and write to each man and say: "What is the grand idea? Why no Slick Cleanser on your orders yesterday? Why did you follow the line of least resistance?"

Our manufacturing friend fails to realize that maybe our market is dominated by a competitive brand which, while it may be inferior, still has the consumer call.

Also he fails to keep in mind that our salesmen call on from twelve to thirty merchants a day. Those men surely do step along lively. Yes, they make money. Frankly, they make a lot more than the general run of specialty men. In fact, we often recruit our force from the ranks of missionary and specialty men. Our men have a more definite job than the usual run of missionary men. They are salesman, buyer, business adviser and this and that to the retail grocery trade and goodness knows the great mass of retail grocery trade needs a this and that sort of man calling on it. Our manufacturing friend should realize that the retailer in this market, for instance, has some eight wholesale grocery salesmen calling on him. And they all represent good houses. They all sell pretty much the same things.

Now, is my man Jones going to get the volume by gassing with the retailer about the stupendous advertising campaign behind Slick Cleanser and undertake to load him with a ten-case deal? I'll say he isn't! He's more apt to get it by worrying around among the odds and ends which the dealer has let accumulate and in which he has tied up the thousand dollars he ought to be paying us. And if my man can show that

dealer how to move that collection of odds and ends and pay us up, the dealer is going to feel mightily inclined to give us his future order for canned fruits and vegetables—and we want that future order so that next winter it will be our line that shines out from his shelves, instead of the line of my hated rival across the street who got nine balls off of me last Saturday afternoon. No, I'm not going to let my man Jones whoop up a ten-case deal of Slick when he ought to be clinching the future order for canned goods.

That's my side of it. But it doesn't solve that 10 per cent which my manufacturing friend still is pondering and which he would like to see drifting downward to 7½ and 5 and maybe 2½.

But there is a way out—maybe several ways out—but one way that I know of and that is this:

First, my manufacturing friend must be willing to concede that he cannot hope to get all the business in any given territory. Now, that is almost axiomatic.

The next thing for him to do is to set down what he feels is a reasonable volume for this year and what he feels is a reasonable percentage for the coming year.

The next thing he must do is to say to himself: "How can I expect to keep a good salesman of my own in any given territory if I say to him that there is going to be another man in my employ right ahead of him and another just behind him and that all of them are going to work on commission instead of salary and that any of them can cut their commissions for all I care?"

And he must say to himself: "In this and that territory, there are ten wholesale grocery men calling on the same Toms, Dicks and Harrys among the retailers. Each one of them covers the whole kit and kaboodle of them. I can't expect the whole ten to get out and whoop it up for me. But (happy thought) I can probably get one of them to put it over as soon as I have had one of my men teach him how."

Then that manufacturer will

come to me and say: "I'm one leg on this stool. Now, I want another leg to do the wholesaling. I don't want ten spindling, little, wabby legs. But I want one fine, husky, interested, active leg. And you're elected, and you can hold your job and your franchise and your partnership with me just so long as you support your end, which, plainly, means doing about so and so much business for me. You're my selling end in this section. I mean to teach you and your men how and why to sell this article and I mean to advertise it steadily. But I am positively not going to keep on spending 10 per cent for missionary work. I'm going to let it cost me 10 per cent for a couple of months and then it is going to drift downward because you are going to do it and you are going to stay on the job just so long as you make good."

Maybe, as the manufacturer to whom I refer says in his article, we wholesale grocers haven't any real sales forces, as he considers sales forces. But a sales force is an effect—not a result—in this particular case. Our sales force serves our purpose. It might not be the kind of sales force we would have, under other conditions. On the other hand, our particular sales force might show some surprising results under other conditions.

In passing, if our manufacturing friend has two or three items in his line, he has probably often bewailed the fact that most of his men can sell one item in his line, but few can sell the full line of three numbers. And he is right. But he might keep in mind that if he asked those men to sell 203 items, not to mention 2,003 items, he would see those men gasp in amazement.

It has not been our intention to undertake to hand down a cut-and-dried solution. But just as our manufacturing friend is groping for a solution, so I am doing the same thing. Just as he plainly states some of the problems that confront the manufacturer, so I have tried to set down what, to me, from the wholesale grocery

standpoint, seems to be a possible solution. It is not an original thought. It has been developed by certain manufacturers in collaboration with certain wholesale grocers. But I do feel that the whole plan and system is still in its infancy and that it offers much room for thought by many other manufacturers and many other wholesale grocers.

I can just hear a manufacturer say to himself as he reads this far—if he gets this far: "That's all right from a jobber's standpoint. He'll get me tied up and then how do I know where I get off?"

And I'd like to answer this way: Right now, he's probably tied up in this territory with one missionary man at \$175 or \$200 a month and traveling expenses. He thinks he has wholesale grocery support. But on second thought, he knows he isn't getting wholesale grocery support. So he's now tied up with one salesman. Maybe he drops him and gets another, which is simply tying up with another one. He might, with more assurance of business and possibly less fixed expense, tie up with one good wholesale grocer who has a group of men calling on the trade and trust to the combined efforts of some twelve, twenty or forty men covering the whole trade, backed up by a wholesale grocer he has looked up and whom he feels he can trust, at least on a reasonable tryout basis. I am inclined to stack up any single one of our local wholesale grocery sales forces, representing any one of some eight houses, against the individual efforts of one missionary man, regardless of how good he may be.

New Campaign for Caterpillar Tractors

The Caterpillar Tractor Company, San Leandro, Calif., is planning an advertising campaign for the fall of this year and the spring of 1926. This campaign will be directed by K. L. Hamman-Advertising, Oakland, Calif.

The Caterpillar Tractor Company, as previously reported, was recently formed through the merger of the C. L. Best Tractor Company, San Leandro, and the Holt Manufacturing Company, Stockton, Calif., and Peoria, Ill.



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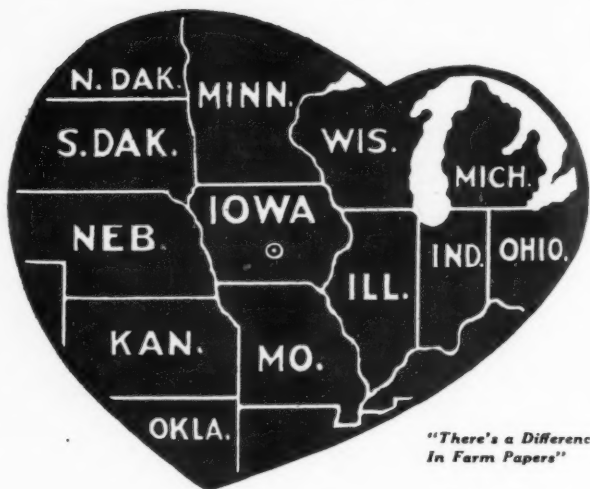
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Behind the Scenes in the Convention Industry

The Second Lap of an Inspection Tour of the Machinery That Has Created and Fostered the Convention Habit in America

By Albert E. Haase

[EDITORIAL NOTE: The first instalment of a series of two articles under the head "Behind the Scenes in the Convention Industry" appeared in *PRINTERS' INK* of July 9, on page 41.

In that article the great growth of the convention was recounted and the part that chambers of commerce and affiliated or independent convention and tourist bureaus, have played in creating and fostering the convention industry was related.

The second instalment, appearing below, discusses the help and aid that hotels and railroads have given the convention industry and then relates the attitude that chambers of commerce, convention bureaus, hotels and railroads are assuming today toward conventions.

The purpose of both of these articles is this: To show the heads of American businesses the machinery that exists in back of the convention industry, and how and why that machinery operates. In other words, to let business executives know why chambers of commerce, hotels and railroads have financed or helped finance conventions. No discussion of the value of a convention to a business or an industry is contained in either of these two articles. Discussion on that particular point of conventions we feel could best come from executive heads of business who have had experience with conventions. They are in a position to pass judgment on such a question as "What Is the Value of Conventions?" Perhaps this article and the one that preceded may start such a discussion.]

II

THE second important piece of machinery behind a convention industry is the hotel. Its interest in conventions needs no explanation. However, in many cities it long ago went far beyond the point of merely having an "interest." It joined hands with the chamber of commerce in the job of fostering and helping to create conventions. In fact, some hotels, today, are able to offer almost as much help to a convention as the most efficient and best financed of the convention bureaus. P. G. B. Morriss, of the Drake Hotel Company of Chicago, when approached by us

for information on conventions, sent galley proofs on a forthcoming book which he has written for "convention executives" and which discusses every conceivable angle of convention management.

We mention this fact as evidence that the hotels have not been overlooking the job of fostering the convention industry.

Like convention bureaus, they have bought conventions either single-handed or in conjunction with other interests of their city. Sometimes they have been forced to help buy them. Wherever this has happened, invariably there has been a flareback. It is only logical for a hotel to seek a return from any large sum of money it has put up to bring a convention to town. The quickest and most positive way to turn that trick is to raise rates and to put two or three guests in one room, no matter whether they are acquainted with each other or not. (So far as we know Ohio is the only State in the Union where a hotel cannot easily turn this trick. In Ohio there is a law that prevents hotels from making quick increases in rates. Whenever a hotel in that State contemplates raising its rates it must first give notice of the proposed increase a stated time in advance to the office of the State Fire Marshal. It also is required of hotels in that State that each room should contain a printed slip which plainly states the amount charged for the room.)

Because there has been a flareback every time that a hotel has endeavored to get a return for its money, in the manner already described, the idea of buying or helping to buy conventions finds less and less favor with them. Even "free guest rooms" for officers of convention-holding asso-

ciations are becoming taboo. In fact, that practice has been officially forbidden by the International Association of Convention Bureaus.

In place of financial concessions which hotels formerly gave in a grand manner they are now offering "service." They talk of the publicity they can give a convention through press agents whom they employ. (This pleases the officers of an association since they get the publicity.) Today some that have radio broadcasting stations or access to one through "influence" offer "free" use of that instrument as a way to the vanity of an association official.

Practically any hotel that is in the least degree anxious to obtain convention business will offer to help stimulate attendance at any convention signed up for its city.

In addition to such service, there are hotels that now talk of the advice they can give conventions from another standpoint. "Psychology," they say, "is coming into the convention industry." They will tell convention executives how to sugar-coat a convention so that the delegates can get the ideas they are supposed to get without great trouble or exertion to themselves. Also they will arrange for noonday luncheons which science warrants them to say will not be the cause of a nap any delegate might take during an afternoon session of a convention. Furthermore, they will even agree that only such music as would tend to stimulate the spirits of a delegate to a convention would be allowed in the hotel while the convention lasted.

Not included in the picture of the hotel machinery, so far, is the hotel that wants conventions during off-seasons. In order to hold its staff and to cover running charges it is perfectly logical to assume that hotels facing such a condition can afford to "buy" or help buy conventions held in an off-season, either through direct contributions or by offering reduced rates and other inducements.

There is still another type of hotel that is an important part of

the machinery behind the convention industry and that is the hotel found in large resort cities, such as Atlantic City, for example. There the hotels are the convention bureaus, as well as part of the housing machinery. An experienced hand in the convention industry who has taken part in convention activities in Atlantic City has described that city's plan as follows:

"In Atlantic City, the hotel men and other business men have a convention bureau that is supported by payments from the hotels, which pay a percentage on all the business they secure through various conventions. Thus the payments from a hotel for a single convention can run from \$50 to \$10,000 and the treasury of the convention bureau is usually well filled.

DUTIES OF THE SECRETARY

"These funds are then used to attract conventions. A secretary is maintained, at a fairly good salary, and he goes to various cities and urges a convening body to hold their next convention in Atlantic City. Sometimes he passes out salt water taffy and badges—and sometimes carries a rolling chair display filled with bathing beauties to attract attention.

"Very often this bureau offers the use of a convention hall to a large convention. The convention hall must be rented and the bureau pays for this—paying as high as \$1,000 per day for the use of the hall they give the organization free."

Where a resort hotel is the only hotel in a given locality, say Briarcliff Lodge in New York, the hotel must also take on the work of a convention bureau. Such a hotel is in a better position than any other type of hotel for it cannot only sell rooms and food, but it can and does sell entertainment. Lately, this has come more and more into favor with serious-minded business organizations whose members want to retain their own self-respect by paying for what they get. Furthermore the lack of the usual attractions and distractions of the large city has

made it possible for well-attended business meetings to be held at such hotels. On the whole, the resort hotel of the type mentioned above is becoming a strong competitor of convention bureaus and big city hotels for some of the most desirable conventions.

III

The third important piece of behind-scenes convention machinery is the railroad. If 15,000,000 people annually attend conventions, then the convention industry must be one of the greatest single sources of passenger revenue open to railroads. Railroads, however, have done less than convention bureaus and hotels to foster and create conventions. They apparently felt that the chamber of commerce and the hotel could be counted upon to do the real work and once that work was done the railroads would be bound to get a reward from it.

The attitude of railroads, as a group, is to "give as little as possible." This changes, however, when individual railroads come into competition for the job of transporting the bulk of the attendance to a convention.

Then concessions are made. Special trains are offered. Qualified passenger agents are promised as special escorts. Special itineraries and stop-over privileges are allowed. Club cars are given. Observation cars are added. Promises of entertainment for delegates while traveling are made. (Such entertainment may take the form of the installation of a radio receiving set or phonograph in a special car.) Baggage distribution from train to hotel is supervised. Advertisements are placed in association publications and year books. Special folders to help stimulate attendance are prepared. The services of lecturers, who with the aid of stereopticon machine or a movie film will make addresses before groups of an association in an endeavor to increase attendance at a convention, are freely offered.

Railroads, as a group, however, make no concessions to conventions save that of a reduced fare

which is granted, provided certain conditions are complied with. There are two plans that are followed in the granting of a reduced fare:

(1) Round-trip tickets are sold to certified delegates to a convention at one-and-a-half fare rate if railroad authorities are satisfied in their own minds that the convention in question will have an attendance of 250 or more.

(2) A going ticket is sold at full fare and a return ticket is sold at half-fare to certified delegates if the convention can prove that it has had an actual attendance of 250 or more delegates.

The reduction for a delegate is the same under either plan. This second plan is used whenever there is doubt in the minds of railroads concerning attendance at conventions.

This minimum requirement of 250 is in effect throughout the United States, except in certain Western States where a minimum reaching as low as ninety has been fixed.

PASSENGER ASSOCIATIONS

The work of passing upon applications for reduced-fare privileges and of arranging all details, such as notifying all railroads of the country when an application has been favorably acted upon, is handled by a district passenger association. There are six passenger associations. Each is headed by a chairman. These chairmen meet at different intervals for the purpose of exchanging information and experience. Hence the rules governing reduced fares for conventions and regulations on "What Is a Convention?" tend to be fairly uniform throughout the country.

This last question, "What Is a Convention?" always interests a passenger association and the railroads' decision on it is important to the convention industry.

At present it might be said that railroads describe conventions as "deliberate or legislative meetings of religious, charitable, fraternal, military, educational or other associations not organized or meeting for pecuniary profit, having a

constitution and by-laws, duly elected complement of officers and a regular membership."

They are very explicit in stating that reduced fares will not be allowed for "track or relay meets, regattas, basketball, or other tournaments, civic, municipal or homecoming celebrations or reunions, glee clubs, political meetings or conventions, shows, expositions, exhibitions, carnivals, trade displays, college, university or other commencements, dedications, ceremonials, pilgrimages, summer schools, chautauquas, camp meetings, outings, organizations of employees of an individual firm or corporation, or for meetings of industrial trade or commercial organizations held at recognized commercial centres where the object of such meeting is for the sale or purchase of merchandise, or where conventions are held concurrently with an allied show or exhibition."

In making the foregoing statement they offer the following qualification:

"Nothing herein is intended to prohibit the making of convention fares for organizations making a display illustrating the methods of an industry at the place of meeting for the educational benefit of bona fide members of the organization, providing the public is not admitted and no admission is charged."

Railroads, as a group, through their passenger associations, are becoming more and more strict in their interpretation of what constitutes a convention.

We believe that we make no mistake if we offer this generalization on the attitude of railroads today toward conventions: The tendency of all railroads acting as a unit is toward an elimination of reduced fares; while the individual road will put up a hard fight to get a convention to use its facilities and will gladly assist in helping an association stimulate an interest in its convention in its membership.

* * *

This completes our inspection tour of the work of the three important pieces of machinery be-

hind the convention industry: the convention bureau; the hotel and the railroad.

All of these three divisions show the same marked tendency, namely, an actual curtailment of the financial help that they have heretofore given that industry. There is an attitude on the part of all three that interpreted into words says: "Let associations that want to hold conventions pay their own way."

A QUESTION IS RAISED

That attitude raises a question that is important not only to the convention industry, but to the country as a whole and especially to the business interests of the country.

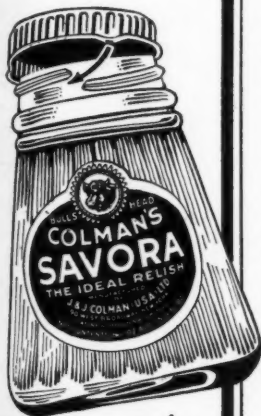
It cannot be denied that the great growth of the convention industry is due to chambers of commerce and convention bureaus, to hotels and to railroads. By financial contributions either in cash or in special concessions, special service, or entertainments, they have stimulated interest in conventions and have made convention-going a habit in many industries.

Now the dose is not only being decreased but talk of withdrawing the stimulant entirely is free and general. The question that this condition raises is this:

"Will the convention industry continue to flourish and will convention-going continue, as a habit in American business life if the support of the three important back-stage props of that industry are removed?" In other words is the "convention" of today, so far as business is concerned, an artificial American institution, or is it one that fulfills a genuine demand?

Steubenville "Herald-Star" Sold

The Steubenville, Ohio, *Herald-Star* has been sold by Charles D. Simeral to Louis H. Brush and Roy D. Moore, owners of the *Marion Star*, East Liverpool *Review-Tribune* and *Salem News*. Mr. Brush is president of the new publishing company and Mr. Moore is vice-president and general manager. William H. Vodrey, of East Liverpool, is secretary, and Henry R. Schaeffner, treasurer.



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The scientific mechanical construction of the Amerseal enables the package to be sealed or resealed by a slight turn—without chance of false closure, there being sufficient flexibility to offset variations in the glass. The equally spaced lugs of the seal engage corresponding threads on the container, making an absolutely airtight closure, easy to open and as easy to close. The Amerseal has no raw edges to cut the fingers. It will not rust.

The majority of Amerseals are lithographed—the users realize the merchandising advertising and selling value of having their name, trade-mark or slogan appear upon that portion of the container that first meets the eye.

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THE "PERSONAL

in Advertising



Betty Makes a Hit!

By MARGARET DIXON

SHE looked again at the great Sverch picture—a slim figure in a dress flared—eyes on the picture she had glimpsed at the end of the block.

She pushed a hat. "Lorain, Betty has to come! Arnold wants to know her."

"But she won't come," Lorain admitted cheerily. "Betty, she'd be miserable if she did. All she had to wear the whole time I was there last year was one faded dress." Her voice thickened with tears. "I'd rather have her here for the home party and the wedding than any girl I know! But when she writes it'll be some brave move."

The portrait came up the wall. "Only one today, Miss Lorain."

She tore open the letter, and aloud:

Dearest Lorain:
Congratulations! I always wanted Betty for a cousin. As for that home party, I can hardly wait. If you have any, I'd be longing for you, too, being, naturally. . . Oh, I'm tearing. Lorain. Come and see me. Love,
Betty

of sniffs. Her voice trailed off in disappointment. "Do you suppose she missed it?"

"I'm afraid so," came Arnold's stammering voice. "Unless she was in the parlor too." His gray eyes swept the length of the platform, returned quietly to Lorain. "That slim picture shows by the teacher's window—in the blue and tan—would that possibly be—?"

The slim portrait turned her radiant face full upon Arnold, upon Lorain, then slowly, gloriously to them—glorious in its smile that glowed at the throat with soft tan collar. . . brown eyes smiling. . . under laughing under creamy complexion. . . perfection from the tip of her cropped top, puffed to the ribbon-brightened top of that delicious little hat! "Lorain!"

"Who—who—Betty?"

She came down to dinner in pale green satins, delicate and cool as a leaf under which Lorain gazed down the length of the dining table—at rainbow dreams of her youth. Some of them more exquisite than Betty's perhaps. . . but not one so fearfully lovely. She brought her eyes back suddenly to Betty's eager face, glowing under the attention of Arnold.

"Did you ever not make a change?" she whispered to Betty.

"He should, his head!" "Honor?"

"Come up-stairs," Betty looked Lorain over her own hat.

"Did you come back?" said Lorain, one of Lorain's boldnesses. "You're late looking at each other's dresses; don't you want to see yours?"

Betty had them to where the maid had hung her soft things in a row. "That's a miracle's blessing," to see that I only want to show it."

First came a white dress of this evening, exquisite wonder of lace, lace, lace on velvet ribbon folded into deep lines.

There were several more of this evening—ones. "Oh, if I could show such dresses!"

"That's what I want to see!" said Betty, looking them, her own, smiling, looking her cheeks. "They only are only a little. I've never had any choice before. Lorain knows her own taste. I felt last year when she came to see me. But after the lot, I was in the Women's Institute, and oh, the good looking things I made from the very first!"

"Betty!" Betty's voice rang out to Lorain. "You didn't make these dresses yourself?"

"Yes, I did. Institute makes me surprisingly easy. Why, it's actually had I look at a picture I like, buy the goods and make it. That skirt cost only \$2.75. That blue band only \$1. The green skirt—well, but and oh—\$2.50."

Lorain's eyes were shining. "Oh, I can hardly believe it!" she was saying. "It's all so wonderful. Do you think the Institute would help us too? I've known Betty and I will have to go for a while."

"I'm sure it would," said Betty. "It helped me to find more happiness than I ever dreamed possible," laughed Betty, looking happily the pale green dress on.

What's you lot the Women's Institute help make you happy too? An estimate 25-page booklet tells the full story of it, and what it can do for you.

How you can make lovely dresses in your free moments, or have it completely made for you. . . give them to the needy, that under these most homely. . . more money for happy times. . . more money.

Send for this booklet, and you will mean more to you than you know. Did you want to send a letter, parcel to the Women's Institute, so that you will receive the booklet by return mail?

WOMAN'S INSTITUTE
Dept. 4-41, Syracuse, Penn.

Please send me, please send me a booklet of your 25-page booklet, which will tell me all the facts and figures about it, and I will be interested to know.

☐ Name ☐ Address ☐ City ☐ State

(Send no money, please.)

The "Personal
Experience" Appeal
as used by the
WOMAN'S INSTITUTE
Advertisement prepared
by
N. W. Ayer & Son

EXPERIENCE" IDEA

in Publishing

Since Eve First "Sold"
the Apple to Adam...

*the "personal experience"
appeal has been irresistible*

THERE'S nothing new about it. Of course not! It's as old as the world.

Yet constantly nowadays more and more advertisers are finding anew how effective it is. They are constantly finding new ways of using this primitive and tremendously resultful appeal.

And in publishing it finds its newest expression in the **SMART SET**—the de luxe "personal experience" magazine printed in rotogravure with the best looking illustrations of their kind you've ever seen. In its pages is the very stuff of life itself—its dramas, its heartaches, its triumphs, its loves and hates, its abrupt despairs and sudden happiness—little dramas of life told by those who have lived them.

Accordingly, the **SMART SET** makes a direct and personal appeal to its readers; and its advertisers share in the results of this direct and personal appeal.



SMART SET

R. E. BERLIN, Business Manager
119 West 40th Street, New York

Chicago Advertising Office: 360 North Michigan Avenue

"Published for the 4,000,000.... not the 400"



**THESE
THREE VITAL
INDUSTRIAL CENTERS**

**Can only be successfully
reached through the**

NEWS LEAGUE OF OHIO

COMPRISING

The DAYTON NEWS

The SPRINGFIELD NEWS

The CANTON NEWS

SOLD IN COMBINATION

COMBINED CIRCULATION

93,072

COMBINED POPULATION

341,580

I. A. KLEIN
50 East 42nd St.
New York

A. J. NORRIS HILL
Hearst Bldg.
San Francisco

I. A. KLEIN
410 N. Michigan Ave.
Chicago

If Doctors Only Would—

A Message to the American Medical Association

By Amos Stote

OF course, it is heresy, blasphemy and the height of ignorance to suggest that the time is coming when the great, the powerful, the learned (and very academic) American Medical Association will discuss the appropriation of a sum necessary to present to the public the educational-advertising program that has been decided upon for the following year—whatever year that may be.

However, history is in the habit of turning heresies into recognized happenings, for progress will not be denied.

And in that day there will be inaugurated a greater era for the reputable practitioners of medical science than has been vouchsafed them at any time since they began the treatment of "simples."

Aside from the ethical rules which the doctors of medicine long ago established for the prevention of advertising there can be little doubt that many of them look upon such a course as rather unnecessary.

When a person needs a doctor nature does the advertising in no uncertain manner, so many a physician will inform you. Moreover, these gentlemen will frequently be heard to exclaim, and even to complain, if they are blessed with a large clientele, that too many people imagine they have troubles and are always running to a doctor when no doctor is needed.

Another argument against advertising by the members of this profession is the fact that the majority of advertisements appearing over the signatures of doctors are of men who are neither an honor to their profession nor worthy servants to their communities.

This argument holds. We who have pride in our calling of advertising, and believe some honor

attaches to it, are in hearty agreement with the medical men in this particular instance.

I would by no means have it understood that this writing is favoring the use of advertising by individual physicians, even the most qualified of them. But while individual advertising by doctors may be a very long way off, the just reasons for this delay may be equally effective reasons for actions on the part of the American Medical Association as representing the whole body of worthy physicians.

If there is any method whereby the illicit practitioner could be discomfited and his influence nullified it would be through the concerted action of all reputable doctors through the agency of their association.

A CONSTRUCTIVE CAMPAIGN

There are few instances when condemnatory or critical advertising has a fair right to existence, or proves actually beneficial to the advertiser. In this proposed undertaking of the American Medical Association it might be used to advantage, yet even here the presentation of any criticism of the "quack" should be dealt with in the most guarded manner. It is probable the "quack" would be most promptly discredited if he were ignored except for stress being laid upon the importance of public patronage of physicians of known standing.

So much for the fundamental adherence to ethics and the overthrow of the unethical. While these arguments may somewhat meet those criticisms of the practice of advertising as applied to doctors, and as made by doctors, we have still failed to offer negotiable proof of the practical, economic, business-building value of advertising to medical men.

"What do we get out of such

proposed advertising in the way of financial returns?" rightly queries the practical doctor. "How will such a work tend to elevate us in our communities? After all, we are human and do not object to being looked up to and ranked with the other leading citizens—or above them. And of what actual benefit will such advertising be to the people? We know, through the nature of our daily work, that we must serve them if we are to serve ourselves, but how will this advertising do that?"

These questions have interlocking answers, just as similar questions coming from any business group must have related answers. Financial returns, increased regard, public benefit; they all enter into any advertising program worthy the name. And likewise they enter pointedly into the program proposed for the American Medical Association.

Suppose we turn to the ministers of the gospel for a moment. The time was not so long ago that preachers preached the penalties of hell and neglected the happiness of heaven. A destructive, antagonistic habit and one which drove people from churches in direct proportion as the average intelligence increased. Not only did people come to question the truth of such teachings but they avoided contact with the representation of fear. They stayed away from churches in the hope they could forget hell; and they stayed away because they heard so little of heaven.

Then the far-sighted preacher saw the error of his salesmanship. He dropped his destructive appeals and began to feature the advantages of heaven. He preached that right living pays dividends in happiness.

These modern ministers made use of an established principle of economics. They offered the finest wares at their disposal, and displayed them to the best of their ability.

The relationship of the early record of the pulpit to the past performance of physicians is well-

nigh too obvious for elaboration. That which the preachers have done toward the erection of a monument to the beauty of life, to the spirit of harmony and the profit of happiness, should act as an inspiration to the doctors of medicine.

The preacher stopped representing hell. The doctor should stop representing pain, illness, disease, stop being the ambassador of physical discord.

None of us ever sees a doctor entering a neighbor's home without breathing a prayer of thankfulness that he is not approaching our door.

So strong is this feeling, this association of the physician with pain, bedriddenness, darkened rooms and death that it is safe to say a very considerable percentage of people keep away from the depressing anteroom of the doctor when they should be there; and actually attempt deceit and pretend health in the consultation room, when they are dragged there, all because they are frightened by any contact with medical practitioners.

Consequently it is far from generally true that nature's advertising the need of a doctor through some pain or irregularity has the result of getting the doctor on the job.

MANY ARE SKEPTICAL

Then there is the doubt many people hold concerning the capacity of the physician. There is no question that this doubt is today preventing many people from being cured of ills which are taking toll of their capacity for successful work and of their capacity for the enjoyment of life. This also means that the doctor is inhibited in his service and in the gaining of a just reward.

Because the human mind is fortunately designed to accept happiness as its right, it must naturally be capable of throwing off recollections of past distress. Which accounts for the fact that the doctor, who is revered and adored during days of anxiety,

and especially when he has brought his patient to the point of pleasurable convalescence, is soon removed from his pedestal when complete health returns.

This tendency must inevitably work hardships upon the doctor so long as he represents physical ills. It could be greatly changed, for the benefit of both the doctor and the public, if the former came to be known as the representative of health. While certain antique ethical standards are largely responsible for the present situation, there must not be overlooked the influence of the pompous attitude of the doctor of former years. This good man took himself very seriously, and insisted on setting himself apart from the rest of the community.

This was deemed the "correct, professional attitude" and while it surrounded the physician with a certain impressive atmosphere and offered the necessary cloak to dignity, which was then quite essential to the concealment of the limitations of his technical knowledge, it also barred casual friendliness, human intercourse which could have resulted in making the doctor one of us, and so remove the curse of fear.

It appears manifest that the medical practitioner, through his association, must follow the path of progress which so many of the other professions have taken, if he would bring his ethics up to social requirements and make his laws and edicts as modern as he has his science.

Advertising will accomplish this for him.

Advertising that takes for its underlying premise the lure of health, the necessity of bodily fitness to the realization of happiness. Advertising that relates physical soundness to business success, to increased productivity, to mental peace. Advertising that lays stress on the importance of keeping well. Such suggestions might be the guide posts of this program of educational advertising.

Great opportunities for service and rewards are offered the

American Medical Association if it would promote such a program.

What are our mechanical achievements, our vast industrial developments, when compared with the prolongation of healthy life?

We have abundant proof of the essential value of advertising to both the advertiser and to the people who read. If it benefits the Smiths and Browns to be told of the advantages of a thousand wares and services, while benefiting the thousand wares and services to do the telling, then surely it is not romance to say that advertising the multiple advantages of health would be of very practical benefit to both the physician and his community.

This writing is no attempt to outline the details of a plan for advertising the American Medical Association and its members and their services.

Rather I would attempt to suggest the greatest of the benefits which would most certainly result from the following of an adequate educational-advertising program.

THE DOCTOR'S TASK

The doctor has a task to perform—a very important task; we may not be greatly exaggerating if we say the most important of all our undertakings. Yet all these estimates are relative. We would better drop back a few years in medical science than lose the telephone that saves the precious minutes in calling the doctor. The speed of the automobile has saved more lives than it has destroyed.

So let the association of doctors go about its advertising as do the rest of us. Let space be wisely bought and wisely used. Let the services the doctor has to offer be presented in a manner most appealing to the public—the desire for health.

Keep all words suggestive of aches, pains, disease and death out of the copy. Along with the delights of health let the wonders of the human body be brought out. There is a big job to be done

in teaching people respect for their bodies, at least as much respect as they give to a machine. It might not be asking too much if they were requested to respect themselves and others even as much as they do a fine piece of old furniture.

There is also to be considered the economic worth of health, not merely to the individual but also to the State. Healthy bodies make for healthier minds. When these two are combined in health you do not often find failure, either on the part of the business executive or that of the employee.

For that matter, what is there of mortal prospect that does not involve health? And what is there so desired as health? What is there fabricated by man or nature that has so constant, so universal, so compelling an appeal as health?

This is what the doctors have to sell.

Yet another proposition related to the proposal that the American Medical Association engage in an educational-advertising program is the fact that its members, no less than any other organized activity group, are under obligation to all the rest of the nation.

While not denying for a moment that we laymen are indebted to the medical profession to an extent and in a manner we cannot reward, the truth cannot be denied that, though we owe much of our existence to the doctors, by the same sign the doctors owe us something for continuing to exist. Our will to live is the doctors' insurance of a livelihood.

They also profit from the social organization we have developed which offers them so profitable a field of practice. Even our willingness to live in cities is of inestimable value to them. We, their prospective and actual patients, pack ourselves in batteries of homes all about their offices. In our largest cities the doctors almost have to fight their way through potential buyers of their services every time they leave the shelter of their consultation chambers.

Let not the attempt at humor blur the truth. We are dealing in facts and could go on to other facts over the space of many pages.

But need there be any emphasis given to the opportunities for service and reward open to the doctors through engaging in an educational-advertising program? Need there be assembled regiments and fleets of adjectives to drive home the advantages of such an operation?

Hardly! If they are to justify themselves to posterity.

Grasping at Straws

"Two things tended to produce the gain in sales of men's straw hats that was reported here this season," says the *New York Times*, "and at the same time they tended to reduce materially the number of 1924 hats that were renovated for the current season. The first of these things, and the most novel, was the increased amount of moving done in the Metropolitan area this year. This resulted in many hats being thrown away that otherwise would have found their way to the cleaner's. The second thing, it was said, was the poor work done by many hat cleaners. Either through lack of skill or inferior materials used in the work, many of the hats renovated in the last year or two turned yellow or golden brown almost as soon as they were exposed to the sun. In some parts of the city, it was further said, hat renovation fell off a third to a half this year, with a corresponding increase in the sale of new hats."

Thrift Bonds with Insurance Being Advertised

An advertising campaign is now being conducted by the Empire Bond & Mortgage Corporation, New York, to introduce its thrift plan of buying first mortgage real estate bonds. This advertising features a provision under which the life of the purchaser is insured for the full value of the undelivered bonds. The cost of this insurance is included in the weekly payments which are deposited in the purchaser's local bank. Newspapers are being used in this campaign which is being conducted in a number of Eastern cities in which the Empire company has representatives.

Vitrolite Account for Conover-Mooney

The Vitrolite Company, Chicago, manufacturer of Vitrolite, a substitute for marble and tile, has placed its advertising account with The Conover-Mooney Company, Chicago advertising agency.

To Manufacturers—

If you have no distribution for your product in The Capitol District of New York State, ask us for a market analysis.

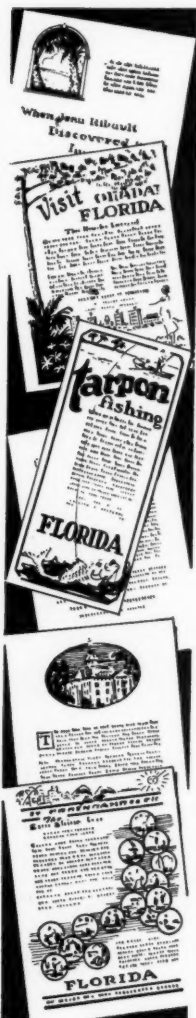
If your distribution in this able-to-buy area is not as complete as it should be, our merchandising department will give your sales department every possible assistance.

No meritorious advertising campaign has ever failed, backed by the cooperation of

THE KNICKERBOCKER PRESS
and the
ALBANY EVENING NEWS

*Write for Our Folder,
"Facts About Albany and The Capitol District"*

Florida Built by Advertising: Hence Responsive to its Appeal



FLORIDA, perhaps more than any other state, has been built by advertising—a fact of great significance to advertisers who are interested in selling goods to the people of this remarkably fast growing state.

Every progressive community in Florida owes to advertising a large part of its development. Most of the community advertising funds in the state are provided for by city and county taxation, so that every citizen of the community becomes directly interested.

Even in those Florida cities and counties that have done no advertising there has been constantly increasing interest.

Floridians, therefore, are exceptionally friendly to advertising.

When an advertiser appeals to Floridians they are responsive to

At present more than \$30,000,000 is being expended in Florida for good roads. The State Highway System alone now comprises a distance of 3,508 miles. The County highways exceed the state roads in mileage.

July 16, 1925

PRINTERS' INK

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the degree that the story is well told and carried in the best mediums.

The most efficient mediums in which to make your advertising appeal to the people of this wonderfully prosperous and rapidly developing state are the Associated Dailies.

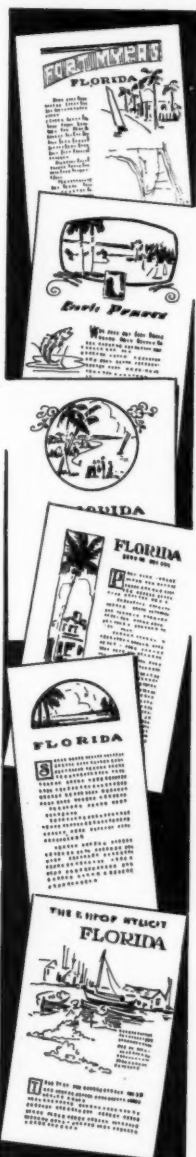
ASSOCIATED DAILIES OF FLORIDA

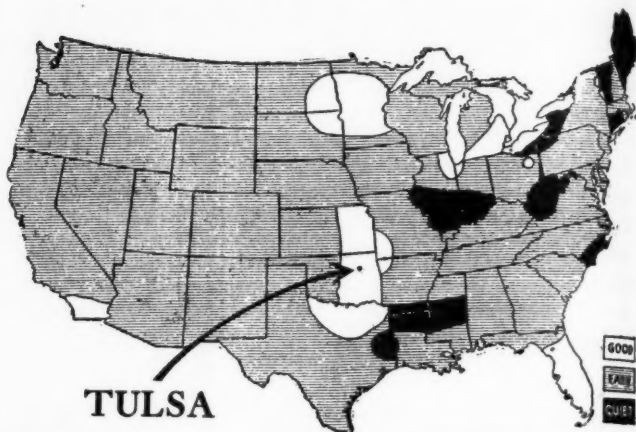
A cooperating group of the leading daily newspapers of the state.

For detailed information regarding the Florida field, rates and other data, write to any of the following:

Clearwater Sun	Miami Daily News
Daytona Journal	Orlando Reporter-Star
Daytona News	Orlando Sentinel
DeLand News	Palm Beach Post
East Lake Region	Pensacola News-Journal
Fort Myers Press	Sanford Herald
Gainesville Sun	St. Augustine Record
Jacksonville Journal	St. Petersburg Independent
Jacksonville Times-Union	St. Petersburg Times
Lakeland Ledger	Tampa Times
Lakeland Star-Telegram	Tampa Tribune
Miami Herald	Winter Haven Chief

The building of highways and streets is almost invariably followed by improvements of abutting properties. Living standards are raised. Shopping increases. The demand for luxuries becomes greater.





Business is GOOD in Tulsa territory

MONTH after month in 1925, various maps have shown business conditions in the Tulsa trade territory as exceptionally **GOOD**. The above map, published in the July issue of "NATION'S BUSINESS," shows Tulsa as the center of one of the largest white spots in the United States.

In advertising volume for the first six months of 1925, The Tulsa World is several thousand inches ahead of the same period in 1924. The World's increased business not only reflects the correctness of these business maps, but also the prosperity of this able-to-buy, responsive community.

And from every indication, The Tulsa World will again in 1925—and for the fourth consecutive year—lead **ALL** other newspapers of Oklahoma in advertising volume by a substantial margin.

TULSA WORLD

Oklahoma's Greatest Newspaper

Instalment Selling on Trial in the Paint Industry

Manufacturers and Hardware Dealers in Disagreement Over Value of Time Payment Sales—Lose Sight of Real Issue Which Is the Cost of Financing

By Roland Cole

A CAREFUL reading of the published report of the annual congress of the National Retail Hardware Association, held in Philadelphia during the week of June 22, 1925, reveals the fact that both the paint manufacturers and retail hardware dealers, in their discussion of the Save-the-Surface Instalment Plan, left out of consideration one of the most important phases of the subject—the cost of instalment financing.

Speakers on both sides spoke of other phases of the question—the circumstances under which the Save-the-Surface Plan was devised and presented to dealers, the general attitude of the public toward instalment buying, its economic aspect, its use in other lines of business and the promotion methods used to put it over in the paint business. But on the fundamental issue of the cost of financing instalment selling, and whether it is as low as it might be, and whether the consumer should be asked to pay it all, and the wisdom or unwisdom of relieving the dealer of financial responsibility, very little in the way of searching discussion is revealed in the minutes. That this phase of the matter is of importance to the hardware retailer, however, may be gathered from the wording of the resolution adopted by the members of the association at the close of the meeting. The association, comprising thirty-four State and interstate associations and something like 22,000 members, issued the following statement:

"We oppose and condemn the instalment plan for painting because it greatly increases the cost of distribution by imposing upon the consumer an additional charge amounting to more than 20 per cent interest, and because such

plan is not demanded by the public and is therefore unnecessary as well as uneconomic.

"Since hardware retailers are committed to a policy of reducing distribution costs in every feasible way, we urge our membership not only to withhold their support from the instalment plan for painting, but also to use their best efforts to minimize all selling of this character, to the end that the consumer's dollar may buy its full share of merchandise instead of a goodly portion of it being absorbed in buying the deferred payment privilege."

Manufacturers in other lines who are interested in instalment retailing will find a great deal in the experience of the paint industry worth cogitating. It is six months now since the Save-the-Surface Instalment Plan was presented to the public. The Save-the-Surface Committee and several paint manufacturers advertised it in a national way and merchandised it intensively throughout the trade. On the side of the manufacturers who have been most active in promoting the plan there are those who claim that it has not yet had a fair trial. Probably that is true. It could have a fair trial only under conditions of full co-operation from retailers. With a considerable body of retailers, like the members of the National Retail Hardware Association, actively opposed to it, the co-operation of the other factors must have been to some extent neutralized.

Unfortunately, very few paint manufacturers were present at the Philadelphia meeting of retailers, though some of them had been invited, especially members of the Save-the-Surface Committee. That circumstance may be significant or not, according to the way one

looks at it. The only persons present who spoke in justification of the Save-the-Surface Instalment Plan were George B. Heckel, secretary of the American Paint Manufacturers' Association, and Arthur M. East, business manager of the Save-the-Surface Campaign. The sense of the meeting showed a pronounced drift toward the question of whether or not the retail hardware dealers had been deceived by the Save-the-Surface Committee in the matter of a dealer plan for the retail hardware dealer and another for the painter and in the circulation of reports of meetings of retailers in which it was represented that the dealers attending these meetings were thoroughly sold on the value of the instalment plan when, as a matter of fact, very few dealers attended the meetings.

PLAN IS LITTLE UNDERSTOOD

The situation in which the paint industry now finds itself with the retail hardware dealers of the country is a fair sample of what could happen in almost any other industry which has had no actual experience in instalment financing. There is hardly another business subject about which people think they know so much and yet actually know so little. It seems almost impossible for two business men to talk about it for five minutes and at the end of that time to be still talking about the same thing. That is because the subject is not one subject but several. Instalment "buying" as a means of acquiring real estate, a house, paying off a mortgage, purchasing furniture, sewing machines, pianos, agricultural implements and equipment, is an old and familiar practice. It is and has been recognized, understood and made use of for years and years. It has its uses and abuses. Nobody has adverse criticism for it when the commodities involved are not consumed or do not depreciate in value faster than the rate of liquidation, and where the articles may be repossessed when the payments are suspended or defaulted.

Instalment "selling," as a mer-

chandising policy of the manufacturer or wholesaler, is a totally different thing from instalment "buying." There are many forms of instalment selling. Instalment selling as applied to industrial equipment, such as heavy machinery, large installations and the like, is a field that is a long way removed from the field of merchandising. There is instalment selling as between the manufacturer and his own dealers, which phase of the subject may be described as "wholesale instalment selling," and in which the consumer, or the general public, is not concerned. Lastly, there is the policy of "retail instalment selling," and this again has two branches, one where the manufacturer sells direct to the consumer and the other where the product is sold to the consumer by the retail dealer. And, separate and distinct from buying, selling and merchandising, is the subject of instalment financing.

In an effort to clarify the subject for manufacturers who might be interested in it for one reason or another, *PRINTERS' INK* published a series of three articles, the first of which appeared in the issue of May 14, 1925, under the title "How Manufacturers Are Financing Retail Instalment Sales," in which the whole matter was dealt with from the financing angle. Yet from some letters received since these articles appeared, written by people who professed to have read the articles, there seems to be as much confusion abroad as there was before. One paint manufacturer wrote that he was surprised that *PRINTERS' INK* would print "such a biased report" and that the facts presented in the articles had been gathered "from only one side of the time payment controversy"—the opponents of the plan. Such a comment, in view of the evidence contained in the articles themselves, which were as disinterested as any impartial investigation could be, leads to only one conclusion, namely, that the differences between instalment "buying," instalment "selling" and instalment

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"financing" are anything but clear in that paint manufacturer's mind.

This confusion was manifest all through the recent meeting of the National Retail Hardware Association. A news item which appeared on page 108 of *PRINTERS' INK* of July 2, 1925, bears witness to the fact that the retail dealers on one side and the representatives of the paint manufacturers on the other were far from understanding each other. The hardware dealers, on their side, complained that the Save-the-Surface Instalment Plan was "fostered by deception," "conceived in selfishness" by the manufacturers; that it would divert business from the retailers by making it possible for painters to buy direct from the manufacturer; that there are already too many products sold on the instalment plan and that the official paint instalment plan is illegal in twenty-two States. The representatives of the Save-the-Surface Committee, on their side, replied that instalment buying was already an established habit of the American people and that manufacturers, dealers and economists could not change the habits of the people; that up to June 1 the value of painting contracts purchased by the two financing companies amounted to \$127,793; that one finance company reported that over 50 per cent of its business came through paint and hardware dealers; and that, as tending to show how successful the plan had been, one finance company reported an increase of 420 per cent in the number of contracts financed from April 1 to May 31, and a 330 per cent increase in volume over the same period. The other finance company reported an increase of 415 per cent in number of contracts purchased in May over April.

Without going into further details of the instalment situation in the paint field at the present time, one or two observations on the subject of instalment "selling" and instalment "financing" are in order for the benefit of those who are not clear as to whether "it is a good or a bad thing."

It is at once a "good thing" and a "bad thing." The subject simply cannot be discussed in terms of all commodities. The experience in the automobile field is of no significance whatever in the paint field. Whether the automobile experience has been successful or disastrous has absolutely nothing to do, one way or the other, with what has happened or may happen in merchandising paint. In those fields where the instalment plan is said to be working successfully there are few general reasons and many specific reasons. An instalment plan that operates successfully on one electric appliance may not work at all on another. How the plan works in connection with residence heating systems means nothing at all when applied to shingles.

ONE POINT IS CLEAR

The paint experience, after a six-months' trial, makes one point clear at least: Where the retail dealer is involved in a transaction with the consumer, and the consumer is the dealer's customer, the instalment plan should originate between them. Either let the dealer propose it or the consumer. To have it "sprung" from the outside, with the manufacturer and the finance company doing most of the "rooting," does not apparently bring the parties to the sale together on the right basis.

One of the best ways for manufacturers to approach a consideration of the subject of instalment selling for a particular product is to begin with the matter of financing cost. Even now there is no clear idea among the retail hardware dealers and the paint manufacturers on what the instalment plan actually costs the consumer.

At the Philadelphia meeting Mr. Heckel, secretary of the American Paint Manufacturers' Association, said: "About rates I know nothing except that in comparison I find the plan of 9 per cent added to the estimated cost is a little below the average." And a few minutes later he said of the hardware dealer and the instalment plan, "He would know that it is a wise

plan even if it costs him 22½ per cent a year." In the resolution passed by the National Retail Hardware Association reference was made to the financing charge as costing the consumer "more than 20 per cent interest." S. B. Woodbridge, president of the National Varnish Manufacturers' Association, said in a speech at Pittsburgh before the Sales Managers' Conference, "This 9 per cent is not an exorbitant rate, because it is less than the average finance charge made in financing other commodities. It is less than the financing charge on many automobiles, which run as high as 14 per cent, plus the insurance charge."

As explained in PRINTERS' INK of May 21, 1925, a financing charge of 9 per cent added to the price of a painting job does not mean that the consumer or house owner pays 9 per cent per annum for credit accommodation over a ten-month period. What it means is that when the finance company adds 9 per cent to the price of the job, the house owner pays at the rate of 25.11 per cent per annum. In other words, credit accommodation costs the property owner, under the paint instalment plan, not 9 per cent, or 20 per cent, or 22½ per cent per annum, but 25.11 per cent per annum. What does it signify that the consumer pays more than that on an automobile? It is his money and he may be perfectly willing to spend it that way for an automobile. But will he spend 25.11 per cent per annum for paint?

W. F. Robertson Buys Metal Display Business

W. F. Robertson, president of the Robertson Steel & Iron Company, Cincinnati, has purchased the plant formerly operated by the Elwood Myers Company, Springfield, Ohio, manufacturing metal signs, metal display racks and lithographed tin cans. The concern will be known as the W. F. Robertson Sign & Can Company.

Findex Company Moves to Milwaukee

The executive office and shop of The Findex Company recently has been moved from Chicago to Milwaukee.

Gasoline Pump Account for N. W. Ayer & Son

The Boyle-Dayton Company, Los Angeles, maker of gasoline pumps for automobile filling stations, has placed its advertising account with N. W. Ayer & Son. The account will be handled through the San Francisco office.

An advertising campaign has been planned which has a three-fold object: First, to build up confidence in the accuracy of B-D pumps among prospective purchasers of gasoline; second, to increase good-will among the dealers who use the pumps by stressing the dependability of such dealers, and third, to increase the number of dealers using B-D Pumps by showing that the use of the pumps will attract purchasers.

The campaign will run in newspapers west of the Rocky Mountains and in a number of business publications. Each advertisement will carry the caption, "Look for this sign on the pump—B-D."

George R. Wilson Starts Own Business

A new publishers' representative business has been started at Chicago by George R. Wilson, under the name of The George R. Wilson Special Agency. Until recently he was with the A. W. Shaw Company, as vice-president, in charge of the advertising department of System.

The *Scientific American*, New York, has appointed the Wilson Agency as its Western advertising representative.

Radio Corporation Appointments

The Radio Corporation of America, New York, has appointed Elmer E. Bucher general sales manager. He had been manager of the sales department. The following assistant sales managers also have been appointed: H. T. Melhuish, in charge of sales administration; Meade Brunet, in charge of merchandising, and Quinton Adams, in charge of field supervision.

New Account for Frank Presbrey Agency

The J. E. Marsden Glass Works, Inc., Ambler, Pa., and New York, manufacturer of Kold-or-Hot Utility Glass, has placed its advertising account with the Frank Presbrey Company, Inc., New York advertising agency.

Earle Sutton Joins McKinney, Marsh & Cushing

Earle Sutton, Detroit representative of the Detroit Press Association, has joined McKinney, Marsh & Cushing, Inc., advertising agency, of that city. He will serve as an account executive.



SETTING COPY IN A TIFFANY SETTING

WARBLED some splenetic cynic with an ingrowing outlook; "For what is worth in anything, but so much money as 'twill bring." We don't agree. We chose typography, unmindful of reward, as the one thing we'd rather set our hand to than anything we might do. We bring to it an intuitive predilection and affection and, we hope, a spontaneous gift. We are called the Tiffany of Typography. We wear our reputation as a decoration that is an obligation. We are resolved not to fall down in upholding it. We have only one way of setting advertising, and that is in a Tiffany setting which makes bright copy borrow, gem-like, a more fulgent flame from its frame.

FREDERIC NELSON PHILLIPS, INC.
Typographers Who Prove It With Proofs
314 East Twenty-third Street
New York City

ETHRIDGE

Few artists catch the true spirit of childhood. Something is lost in the process—something bafflingly elusive, for youngsters are very difficult to visualize.

The advertiser does well when he opens wide the door of his Year's Campaign, and permits the children to romp in. For the appeal of Childhood is universal.

25 East 26th Street
Ashland 8820 New York City





*We can submit a
variety of sam-
ples by various
members of The
Ethridge Staff.*

Chieftain Bond

CREATING ATMOSPHERE! Color will do it. Think of Tuscan, Golden-rod, Russet—the very names speak of warmth and cheeriness. Then there are Mazarin or Primrose for coolness, Canary for daintiness, and Cherry for brilliance. These are but half of the fourteen colors obtainable in CHIEFTAIN BOND. They are all *usable* colors, not only eye arresting but satisfying. There is just the right shade to quicken the response to any advertising message. So distinctive a bond paper would be worth trying for its “color appeal” alone, but its moderate price and excellent printing qualities make it a good buy for any purpose.

“Note the Tear and Wear as well as the Test”

NEENAH PAPER COMPANY

Makers of
OLD COUNCIL TREE BOND
SUCCESS BOND
CHIEFTAIN BOND
NEENAH BOND

Neenah, Wisconsin

Check the  Names

WISDOM BOND
GLACIER BOND
STONEWALL LINEN LEDGER
RESOLUTE LEDGER
PRESTIGE LEDGER

Write for complete free sample outfit, including full sheets of Neenah bonds and ledgers for testing purposes



The Greatest Mail-Order Information Business in the World

How the Superintendent of Documents at Washington Conducts the Business of Distributing Government Publications

*Washington Bureau
of PRINTERS' INK*

DESPITE many and various handicaps provided through a short-sighted policy of Congress, one of the most important activities of the Government is carried on by an organization that is far too small, inadequately equipped, and housed in cramped quarters. This is the work of the organization of the Superintendent of Documents at the Government Printing Office.

The importance of this work to the business interests of the country cannot be over-estimated. The office is a centralized distributing agency that carries in stock more than 75,000 titles of publications which are invaluable in solving many of the industrial, political, social, economic and business problems of the nation, and to which several thousand new titles are added every year.

During the last twelve months the organization handled more than 400,000 cash orders for government publications, and conducted a business of more than half a million dollars almost entirely by mail. In addition, its members received and answered 250,000 letters of inquiry, largely from business concerns, and distributed millions of copies of free pamphlets and books and other publications on mailing lists furnished and controlled by the departments or establishments for which the publications were printed.

Obviously the proper conduct of such a business requires experienced employees, but under limited appropriation and small salaries there has been an average annual turnover in the force of about 33½ per cent for a number of years, which naturally is a great handicap in building an efficient organization.

In the past, an occasional at-

tempt has been made to provide the legislation necessary to equip the office properly. Several Senators and the Public Printer have tried to convince Congress that it is logical and consistent to consider the dissemination of information as important as its collection. They have pointed out that the government publications have failed of their purpose until they have reached the hands of the interested public, and they have urged that the Superintendent of Documents be supported by appropriations sufficient not only to conduct the service on a modern and business-like basis, but also to advertise the merchandise.

PROPER ADVERTISING WOULD HELP

There is no doubt, as one Senator has attempted to prove, that the proper advertising of government publications would increase the volume of business to an extent that would result in savings sufficient to more than pay the cost of the advertising. But Congress continues to appropriate many millions of dollars every year for the collection of information and the printing of publications, while it votes comparatively little for scientific distribution, and insists upon relying entirely on the power of free publicity to acquaint the people and business concerns of the country as to what their Government is doing in their interests.

Probably there is no better example of the inability of free publicity to sell anything than in the distribution of government publications. Nearly all publications are now offered for sale at the cost of printing. Their value to those who are interested in their subjects is not to be compared with the trivial prices asked for them. Yet, with the exception of an occasional publication, their circulation is very limited, although the newspapers of the

country have been generous with publicity throughout the history of the Government Printing Office.

The truth is that the cold statements of departments regarding their reports are rewritten by many of the papers and colored into interesting stories. In this way, innumerable erroneous impressions are created and many misstatements of fact regarding the publications get into print. As a consequence, the office of the superintendent is flooded with inquiries that are useless and unproductive, and that require a great deal of attention and effort without the slightest corresponding increase in distribution.

A MATTER OF ECONOMY

Although the Superintendent of Documents is a very familiar title, the name of the man who now holds the position is so seldom referred to that it is almost a mystery. The other day, however, when a PRINTERS' INK representative called at the office and asked to see the superintendent, he was introduced to Alton P. Tisdell. When Mr. Tisdell was asked why the name of such an important government official was so infrequently mentioned, he smiled and answered the question thus:

"It's simply a matter of economy," he said. "I've been connected with the Government Printing Office for twenty-eight years, starting as a laborer when a lad, and working my way up. For twelve years I was assistant superintendent, and when Mr. Carter became Public Printer he appointed me to my present job.

"During this time I've seen a number of superintendents come and go, and every time a change was made a great many office forms and blanks had to be destroyed because they bore the wrong name, and thousands of new ones bearing another name had to be printed. This caused more or less confusion and considerable loss. Hence, when I came in, I decided not to print my name on anything, so that my successor would not have to burden his appropriation with an avoidable expense."

This statement, after an hour's talk with Mr. Tisdell, appeared to furnish the key to his entire policy. He is enthusiastic in his support of the effort of the Public Printer to make the wonderful organization of the Government Printing Office serve the advertising and printing industries in much the same way, for instance, that the Department of Agriculture serves the farming industry of the country. In this, he said, he fully realized the important part his office must take, and continued:

"When we are charged with failing to promote the distribution of important documents, or when mistakes occur and the delivery of publications is delayed, I wish the business men and others interested could know that the fault is largely due to conditions. We know how the thing should be done, and some day, Congress willing, we shall be able to conduct the business with facility and in accordance with the best mail-order methods and practices.

"For several years, the increasing demand for government publications, particularly from business concerns, has necessitated our improving the service in every possible way. When the office was created, Congress very wisely centralized the distribution of documents. Before that, there was considerable confusion which was not a good thing, because with numerous distributing agencies the public was often at a loss to know where to apply. With a central clearing house it is possible to co-ordinate supply and demand.

"Another thing that has hindered distribution is the fact that we cannot accept stamps as cash, that all individual orders must be accompanied with cash, checks or post-office money orders, with an exception which I will explain, and that the prices of most of the publications are small. This makes the ordering of publications inconvenient and troublesome in innumerable instances, we know, and we are trying to overcome the condition in this way:

"For some time we have been



1st in ALBANY

No matter just how you
compare daily papers for
leadership—in Albany, The
Times-Union is first.

According to A. B. C.

First in daily circulation
First in city circulation

*According to DeLisser
Bros. Advertising Audit*

First in National Advertising
First in Local Advertising



Representation

VERREE & CONKLIN, Inc.

New York City
Kansas City

San Francisco
Chicago

Detroit

The Times-Union

Albany ~ New York

accepting deposit accounts. Any individual or company may send us any amount above \$10 by check or otherwise, and we will open a credit account against which orders are charged. With the shipment of every order we send a statement of the charge and balance, and the purchaser always knows just how his account stands.

"Although we now have only about 1,100 such accounts, the number is growing steadily. Quite a number of our customers have opened accounts with standing orders to send them all of certain series of publications. They evidently find the method a convenience, and I'm sure its popularity will increase as it becomes better known."

One of the most interesting things discussed by Mr. Tisdell is the growing use of government publications for advertising and selling purposes. He explained that his office is making special effort to meet and encourage this demand, and that it is the result of a concession on the part of Congress.

Until 1922 the distribution of all government publications was limited. Wide distribution on the part of purchasers was not allowed, and it was impossible for an individual or company to secure a quantity of any publication. But in 1922 Congress took off the limit and sanctioned the sale of publications in any quantities, provided they were not resold at a profit.

"This proved to be an excellent thing for our business," Mr. Tisdell continued. "About the same time, one of the departments issued a report on the use of natural gas in the home, and it was probably the first publication to attain rather wide circulation by redistribution. First one and then several others of the big natural gas producers heard of it, and, within a few months, they had ordered more than 100,000 copies of the pamphlet for redistribution to home owners.

"This encouraging demand was soon followed by another that equaled it and enabled us to sell

a similar quantity of a small treatise on silver fox farming. Several years ago, you will remember, there was quite a great deal of discussion of the new business of raising silver foxes. As with all new and profitable industries, many exaggerated impressions regarding it had been created, and several breeders of silver foxes found the treatise valuable in placing the unquestionable facts of the business before their customers and prospects.

"Since then, quite a number of publications have attained popularity among business concerns for redistribution. Manufacturers have bought many thousands of copies of the report on recommended minimum requirements for plumbing in dwellings and similar buildings. Standard specifications, particularly those of paints and varnishes, are popular, and we have received a large number of quantity orders for them from manufacturers and large dealers who are evidently using the publications as a part of their selling and advertising campaigns.

INTEREST ON THE PART OF THE PUBLIC IS INCREASING .

"The material issued by the Department of Commerce has increased tremendously in popularity since Secretary Hoover took charge. Not only have the circulations of 'Commerce Reports' and the 'Survey of Current Business' grown rapidly, but we have noticed an increasing interest in practically every report the department issues. The publications of the Agricultural Department always have been circulated in large quantities, and it is gratifying to us to find that they are now being ordered by large and increasing numbers of business men. Several other departments are experiencing a similar development in the demand for their publications. The business of our office has more than doubled since 1922, and, besides the increase of distribution, there are two reasons. More people every day are learning of the value and helpfulness of government publications,

First 6 Months of 1925 Largest in Globe's History

The Globe's total of 7,480,859 lines for the first six months of 1925 was more than half a million lines in excess of the next Boston paper.

For 31½ consecutive years the Boston Globe has carried a larger volume of advertising than any other Boston paper.

When a paper enjoys such tremendous advertising preference without having the largest total circulation in its field, and holds this leadership for 31 years, its audience must offer something of unusual profit to advertisers.

What is this "something"?

The Globe goes into the home and, therefore, reaches probably more actual readers than any other Boston paper. Besides the potential ability to buy, these readers have, as far as the Globe is concerned, that invaluable quality known as

"Advertising Consciousness"

*Metropolitan Boston does its buying
through the columns of the*

BOSTON GLOBE

The Leader in Boston for 31 Years



This is the "Hospital" of the New York General Post Office. Its patients are sick and injured packages and envelopes.

If you could see this "Hospital" you'd never take chances with frail envelopes

In the big city post offices Uncle Sam runs a "package hospital." It is usually a wide bench, equipped with scissors, cord, gummed tape and mucilage.

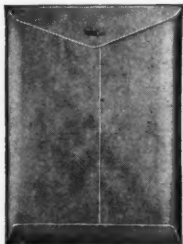
Much of the time of this "hospital" is given to merchandise envelopes that are too light for their contents. When you use envelopes that are too light for their job, you lose money.

The clerk in charge of this work can tie, and patch, and reinforce, but he cannot restore lost contents, nor can he make a battered catalog look new again.

Your mailed matter won't need the attention of the "hospital" if you use Improved Columbian Clasp Envelopes.

The tough paper of Improved Columbian Clasp Envelopes stands hard use. The clasp is of malleable steel, firmly anchored in a double thickness of tough paper.

Improved Columbian Clasp Envelopes are made in 31 useful sizes. They are stocked by most good stationers. If you don't find these envelopes easily, write the General Offices of The United States Envelope Company, Springfield, Mass., and you will be put in touch with a nearby distributor.



This is the sturdy Improved Columbian Clasp Envelope of high grade paper, exceedingly tough and strong.

Improved COLUMBIAN CLASP ENVELOPES

are carefully inspected to maintain their high quality. They are made by The United States Envelope Company, the world's largest manufacturers of envelopes.

Eleven divisions cover the country, and assure good service to distributors. These divisions are:

Location	Division
Worcester, Mass.	Logan, Swift & Brigham Env. Co.
Rockville, Conn.	White, Corbin & Co.
Hartford, Conn.	Plimpton Mfg. Co.
Springfield, Mass.	Morgan Env. Co.
Waukegan, Ill.	National Env. Co.
Springfield, Mass.	P. P. Kellogg & Co.
Worcester, Mass.	Whitcomb Env. Co.
Worcester, Mass.	W. H. Hill Env. Co.
Indianapolis, Ind.	Central States Envelope Co.
San Francisco, Cal.	Pacific Coast Envelope Co.
Philadelphia, Pa.	Monarch Env. Co.

and then I think that our department officials are more concerned than ever before with timely subjects and the immediate problems of the country.

"Not many months ago, the Department of Commerce issued a pamphlet on 'how to own your own home.' To date, we have received quantity orders totaling more than 300,000 for this publication from manufacturers, building and loan associations, banks and other business concerns, and the demand from the public has been very large.

"The record single order came in the other day. It was from the Ford Motor Company, and it called for 300,000 copies of 'Farm Motor Operations,' issued by the Agricultural Department."

RESTRICTIONS IN CASE OF QUANTITY DISTRIBUTION

Of course, as Mr. Tisdell carefully explained, there are certain limitations and restrictions to the redistribution of government reports for advertising purposes. Probably the most frequent request that it is impossible to grant deals with the imprinting of firm names on publications ordered in quantities. Any printing or marking which changes titles or text matter, or which modifies the intended meaning of any part of a publication, may be considered the falsification of a government document or a misrepresentation, and is decidedly dangerous.

There is no charge for delivery on any quantity of government publications; but, of course, when they are redistributed by mail, the purchaser or distributor must prepay postage, as on any other kind of printed matter.

In remailing, there is no restriction on the material which may accompany government publications, provided that nothing which misrepresents or misleads is included.

In conclusion, Mr. Tisdell declared that, although his office is not elastic, he would welcome more inquiries from advertisers, not only as to prices, but also concerning publications that are wanted for specific purposes. He

explained that he and his associates have learned something of the application of publications to selling and advertising, and that they will be glad to offer all the assistance they can in the selection of suitable material.

It has been said recently, on good authority, that several business organizations are about to begin a movement for better and more modern distribution of government publications. If their effort receives adequate support, there is a possibility that Congress, during the next session, will provide the means of enabling the Superintendent of Documents to improve the service of the largest mail-order information business in existence so that it will accord more completely with the importance of the work and the demand of the business interests and people of the country.

Seamless Rubber Adopts Trade-Mark

The Seamless Rubber Company, Inc., New Haven, Conn., has adopted the trade-mark "SR" to be used on its products. As this company manufactures some 2,800 different items, the new trade-mark will be used as a mark of family identity among the company's products which are now sold under a number of unrelated names.

The Wehr Company Appoints Koch Agency

The Wehr Company, Milwaukee, manufacturer of the Wehr One-Man Grader and Fordson tractor accessories, has placed its advertising account with The Koch Company, Milwaukee advertising agency.

Trade, road building and engineering papers will be used for this account.

Heads Canadian Agency Association

C. T. Pearce has been elected president of the Canadian Association of Advertising Agencies. J. P. Patterson was elected immediate past president, C. T. Solomon, vice-president, and E. Desbarats and F. H. Hayhurst, directors.

John Othen Honored

John Othen, advertising manager of the Jacksonville, Fla., *Journal*, has been appointed vice-president of the Association of Newspaper Advertising Executives, representing the State of Florida.

Is the Window Display Contest an Efficient Sales Builder?

Advertisers Who Vote in the Negative Give Reasons for Their Belief

By Don Gridley

II.

IS the window display contest, as a method of stimulating sales, basically unsound?

In PRINTERS' INK of July 9 a number of national advertisers who have used them testified to the value of such contests in increasing window showings, in acting as a feeder of ideas, and in building good-will among dealers. There are a number of advertisers, however, who believe that a display contest has either a purely negative or even a definitely harmful effect.

Their arguments may be enumerated as follows:

1. *The window display contest is a form of commercial bribery not consistent with the best interests of national advertising as a whole.*

An advertiser in the drug field states the case thus:

"During the past few years there has grown up a practice among a few advertisers of buying window space from the dealer either outright or by means of special deals. This has had a distinctly damaging influence, because as a rule the advertiser who offers to buy a window does so because he cannot get his product on display in any other way. In other words he is paying the dealer to do something that the dealer would not do from a purely profit angle.

"To my mind the window display contest is this same thing in a modified form. The essential idea in the contest is to get more windows than a manufacturer can obtain by any other method. By offering cash prizes, manufacturers hope to induce dealers to display a product even though the dealers may not be enthusiastic about the selling possibilities of that product.

"Few advertisers, I know, see

the contest in the same light. They would shrink from buying a window outright, but they do not realize that the contest is merely buying the window by other methods. Thus we find some of our leading advertisers engaged in the practice of conducting display contests.

"The moral is fairly obvious. As I see it, the dealer is being taught shoddy merchandising, is made to see his windows not as producers of sales but as producers of prizes, which is quite a different thing."

2. *The dealer will be inclined to think of a product as a "prize" product and will only display it if a prize is offered him.*

A number of advertisers who have used the display contest consistently have found that dealers will not make a special effort to display the product except where prizes are offered. This is particularly true where the product is one that does not ordinarily lend itself to display. One advertiser points out that this condition leads to half-hearted selling except when a contest is under way.

3. *The contest results in lost good-will on the part of dealers who have competed but who have not won prizes.*

This is one of the most common objections voiced against the display contest.

Says H. J. Dewey, advertising manager of the Hartmann Trunk Co., "In many cases there is a dissatisfied feeling among the dealers who enter this contest and are not awarded prizes. It seems that when you get dealers in your own organization competing against each other, you cannot expect much else but trouble."

W. S. Ashby, of the Western Clock Company, brings out the point that the only dealer who will be thoroughly satisfied with

The Religious Press FOR God and Country

Occupying a field peculiar to their own, the Religious Press offers many advantages that can be obtained in no other media. No matter what may be your circulation needs, the Religious Press can fill them and you can obtain an intensified campaign for your advertising.

TRUTH MAGAZINE gives advertisers the privilege of providing for the many personal wants of its cultured, refined home people. On its subscription list are many Catholic families who are leaders in the states, cities and towns of the United States.

TRUTH MAGAZINE, a member of the Audit Bureau of Circulations 11 consecutive years.

TRUTH MAGAZINE, a member of the Catholic Press Association 10 consecutive years.

Copy for current issue must be at the office on or before the 1st of the month preceding date of issue.

Joseph P. Sheils,
Western Advertising Office
906 Boyce Building
Chicago, Ill.

Edward P. Boyce,
Eastern Advertising Office
95 Madison Avenue
New York, N. Y.

JOHN J. O'KEEFE, *Publisher*
412 Eighth Avenue, New York

a contest will be the winner of the first prize.

"The contest may not create ill-will," he adds, "but we do not think that it creates any good-will with the majority of dealers. Their decision may be not to bother with a contest again."

Dr. Frank H. Peck, former president of the Window Display Advertising Association, believes that the chief objection to the contest is that it brings about a backfire in the shape of disappointed contestants and claims of unfairness in the award. Few window contests, he has stated, avoid the aftermath of a large number of antagonistic dealers.

N. R. Maas, advertising manager of the Auto-Strop Safety Razor, says that after some experience with a try-out contest his company abandoned the idea because of the ill-will created among disgruntled dealers.

Many advertisers claim that they have never been able to discover any ill-will created by the contest. This can be answered by opposers of contests with the reply that dealers are usually chary of voicing objections, and are particularly chary of telling a salesman that they are "sore" because they didn't win a contest.

There is no doubt that a contest does cause a dealer considerable trouble. Of course he has to retrim his windows at intervals, but a prize window usually calls for extra work. In addition there is the expense of getting photographs made.

Some advertisers attempt to obviate any come-back on account of expense by giving each contestant a small amount of free goods for his photograph.

4. *The contest cannot be judged by clear-cut standards.*

This objection is a corollary of the third, just stated. W. S. Ashby, of the Western Clock Company, points out that it is easy enough to decide who has won a golf match or a baseball game, but that the window display contest is a great deal like an international beauty contest in which each nation would have its own idea of beauty. You can

pick the most beautiful woman in the world or the best decorated show window, but you are sure to be met with violent disagreement from those whose standards of beauty in women or salesmanship in show windows differ from the standards of the judges. This naturally aggravates possible ill-will on the part of those who have not won a prize.

5. *Contests do not have a permanent effect on business.*

This is the testimony of an advertiser who has had experience with several contests:

"They have a balloon-like effect on business. True enough, they stimulate a great amount of interest for the period of the contest, but when the contest is over the awarding of the prizes acts as a pin to prick the balloon and a great amount of effort is required to revive interest. Even our records of prize winners show that after having achieved a certain amount of fame, not to mention rewards, the winning dealers lapse into an apathetic state from which it is very difficult to move them, even with a new contest."

6. *It is a bad thing for the display manager or the dealer to spend too much time on contests.*

J. T. Northrup, when advertising manager for a large retail store in Jackson, Michigan, said, "I won a prize for the first window I ever put in. Someone asked me why I didn't keep at it. I answered that I had stopped because if I had kept at it I would have been doing my employers an injustice. The moment a man begins to work for prizes he forgets everything but the fact that he is going to get \$500 or \$1,000 if he wins the prize. He will try for everything that comes along, whether he is going to help the store or not. The good display man works as hard on every window as though he were going to take a prize. His first regard is not for prizes, but for the good of the store."

7. *There are too many contests.*

There is no question that if the average dealer entered all the contests, not only window display

Tried and Tested Methods of Making the Sales Force Produce

During the years 1916-1924 the Bureau of Personnel Research of the Carnegie Institute of Technology, under the leadership of President Hammerschlag, Professor Walter Dill Scott and many other well-known specialists, conducted an investigation into the problems of securing, training and supervising salesmen to meet the needs of modern marketing practice and conditions. With the active cooperation of national sales organizations, the Bureau has had unlimited opportunity for making actual contacts with all types of selling situations, all types of salesmen and candidates for the salesman's job, all elements which tend to help or hurt the modern sales organization.

The sound, practical and successful methods which have grown out of this investigation are presented in this book.

Just Off the Press

THE SELECTION AND TRAINING OF SALESMEN

By H. G. KENAGY

Manager, Sales Research Department, the Procter and Gamble Company; formerly Assistant Director, Bureau of Personnel Research, Pittsburgh, Pa.

AND

C. S. YOAKUM

Professor of Personnel Administration, the University of Michigan; formerly Director, Bureau of Personnel Research, Pittsburgh, Pa.

380 pages, 5½ x 8, \$3.50 net, postpaid

This book presents principles and methods, of proved worth in the selection, training and supervision of salesmen. It discusses such subjects as the study of the company's selling, the sales organization, the field organization, branch agencies, analysis of the salesman's job, and other factors bearing directly on the successful selection, schooling, supervising and stimulating of salesmen.

How to build the sales force for maximum results.

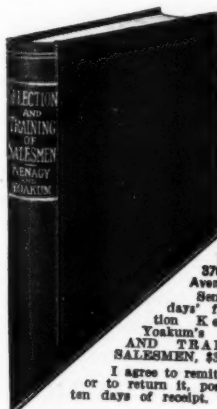
The book gives hundreds of concrete examples of how representative sales organizations have secured recruits, examined them, tested, selected, trained and tried them. It gives an analysis of practically every element entering into a salesman's make-up, shows how it can be measured, explains its worth from tests made, indicates its proper importance in selection, and makes it possible for any sales manager to apply the facts to his own business and to draw a satisfyingly complete picture of just the type of man his organization needs.

Practical, usable methods on deciding

- how to make a sales survey;
- how to investigate field work;
- what type of organization to use;
- how to handle branch agencies;
- how to analyze the salesman's job;
- how to determine sales efficiency;
- how to recruit salesmen;
- what measures to use in selection;
- how to use mental tests;
- what to do with personality and aptitude tests;
- how to train salesmen;
- how to arrange courses;
- how to conduct courses;
- how to supervise from the office;
- how to supervise from the field;
- how to plan and make the most of conventions.

**Examine this book of facts
for 10 days free**

Mail just the coupon and a copy will be sent to you for ten days' free examination.



**See
It
Free**

McGraw-Hill
Book Co., Inc.
370 Seventh
Avenue, N. Y.

Send me for ten days' free examination Kenagy and Yoakum's **SELECTION AND TRAINING OF SALESMEN**, \$3.50.

I agree to remit for the book or to return it, postpaid, within ten days of receipt.

Name
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Company

P.L.-7-15-25



**Write
For it
Today**

"The Gateway to Better Sales"

Schedule making days are here. Too many of us take things for granted. We assume that this group of publications or that—this magazine with its millions—that daily with its lesser circulation—will give coverage where we want it.

Now you can know facts. "The Gateway to Better Sales" tells you about the Indiana Farm Market—a Three Billion-Dollar Farm Market, where the farm and factory are next-door neighbors. Where the farm has that best of all outlets—the home market.

Send for this Booklet. Then, when it comes, lay aside that schedule for five minutes and grab a few truths about the most readily accessible market in the United States.

A limited issue of this valuably helpful book is now ready. Be sure you get it.

The Indiana Farmer's Guide

Huntington, Indiana

Reaches over 140,000 Farm Homes every week

B. KIRK RANKIN, Publisher WM. G. CAMPBELL, General Manager

JAMES M. RIDDLE COMPANY, Advertising Representatives
Chicago New York Cleveland Kansas City San Francisco

but others, that are offered for his attention the time that he could spend on other phases of his business would be greatly curtailed. Opponents of display contests also point out that if two companies in a single line of business conduct contests, one contest almost nullifies the other.

"Years ago," says C. L. Forgey, advertising manager of Berry Brothers, "we used to have an annual Berry Week in which we offered prizes for window displays. We have found in the last few years, however, that the thing has been so badly overdone that it hardly pays us."

E. H. Porte, assistant general sales manager of Manning, Bowman & Co., says that the chief reason his company has not used contests is because there are so many contests that the company does not feel such effort worth while unless it finds some startlingly new angle. W. B. Tyrrell, sales manager of the Bradley Knitting Company, which once used contests, also believes that the contest has been badly overworked. Like testimony comes from other advertisers.

One advertiser, who is a real believer in the value of window display contests, reports, however, that his distributors tell him that they have so many contests offered their dealers that they find it impossible to offer any manufacturer their co-operation.

No matter how good a thing may be, eventually it will find itself coming under the old economic law of marginal utility. The fact that a display contest does increase the number of window showings for a product has led a great many manufacturers to use it as a sales lever. When so many manufacturers get into the same line of effort that the dealer finds himself overburdened with pleas to enter contests, the dealer will be inclined not to pick those that appeal to him most, but rather to drop all forms of contests entirely.

8. *The amount of work involved in a contest is either too great or might better be applied to other*

methods of increasing window showings.

A number of advertisers feel that dealers need more education on the value of displays before they are pushed too hard to try prize displays. They also feel that the prize contest gets more windows but obscures the real reason for using displays.

The contest does require a certain amount of clerical effort. It requires a definite expenditure for advertising that features the contest rather than the product. It requires real selling effort on the part of the salesmen.

For these reasons an increasing large number of advertisers are coming to believe that the clerical effort is wasted and that the same money expended on purely educational copy and the same effort on the part of salesmen put in on telling dealers why they should display a product and how best to do it, will be far more productive of good results in the long run.

9. *The contest builds interest only with dealers who are interested anyway.*

This point is best brought out by Ross H. Wilson, manager of advertising and sales promotion for the W. A. Scheaffer Pen Co. He says, "In every line of business there are many dealers who are enthusiastic and co-operative and are willing to lend real support to the manufacturer's advertising and merchandising efforts. These are the dealers who take an active part in the window display contest. The dealer who is more interested in some other line and carries our product as a secondary or fill-in is really the one that we want to interest and window display contests fail to arouse that interest."

Mr. Wilson then brings out a point of definite comparison which is of unusual interest because it is so difficult to get comparative figures on the value of contests and because the figures are indeed surprising.

He says that his company is constantly receiving photographs of attractive displays from its dealers and that a window display contest

only increased the number of these photographs by 10 per cent. This is unusual testimony from a company that has made an effort to foster dealer interest in window displays. It shows that a sudden influx of photographs may mean not so much that a great many dealers have suddenly become interested in display, but rather that the company has been neglecting a part of its real work.

10. *Dealers who do not win a contest will not enter further contests.*

While this objection has already been mentioned in connection with other objections, it is important enough to warrant emphasis by itself. One advertiser found that he was able to get more than 700 entrants for his first contest. The second contest, a year later, produced only a few more than 450 entrants. In other words, the law of diminishing returns shows its force in window display contests as well as in other branches of business.

11. *The merchandising value of the display is lost sight of in the desire to win a prize.*

The object of a window display is to sell more merchandise and every manufacturer must drum this again and again into the minds of his dealers. In addition to this he must show them why a good window sells more than a poor window. If the merchant is primarily interested in winning a prize he will be inclined to think of the award as the chief reason for entering a display contest. That this objection is a cogent one is witnessed by the fact that it is a common objection offered by advertisers in many lines of business.

12. *Dealers who are essentially prize winners are not good dealers to have.*

The manufacturer is interested primarily in building a list of dealers who believe in his product and are willing to push it with all the power of their advertising and salesmanship. The dealer who has a weakness for entering contests is frequently not of the type that sticks to a single product. He is

the dealer who will go from one contest to another, regardless of the value of the goods as a line. He is the fickle dealer. Many advertisers believe that the contest fosters such fickleness. They maintain that they would rather have no dealer in a town than a dealer who needs the bribe of a prize to arouse his interest in the product.

13. *After all, the contest has a negligible effect.*

One of the questions asked in the questionnaire sent to national advertisers who have used contests was, "What definite results have you obtained from prize contests in the way of increased sales volume?" Some of the most enthusiastic advertisers admitted that they had never been able to trace real sales increases to the contest. Other advertisers frankly admitted they thought the contest a negligible factor so far as increased sales go over a period of a year, even admitting that the contest increases sales while in progress.

14. *The contest accomplishes nothing that could not better be accomplished by other methods of sales stimulation.*

It is by this test that the contest must stand or fall. If it does not prove that it is the best method of accomplishing the things it sets out to do, that there are other methods of sales stimulation that have a better and more lasting effect, it cannot be considered as a sound business-building method.

L. B. Jones, of the Eastman Kodak Company, says, "Many years ago we conducted some window display contests and also offered prizes for the best newspaper advertising of our goods by dealers. These competitions were fairly successful, but I don't know that they ever created any great amount of good-will. On the contrary, I don't think there was any kick back. At the time we ran these competitions our idea was that we would not only get some publicity through them, but also would get some ideas which we could pass along to our dealers through our house-organs.

"I wouldn't say that the scheme



*A superb room in enamels and varnishes
photographed by Mattie Edwards Hewitt*

PHOTO-ENGRAVING helps to "Save the Surface"

How the paint campaigns are vitalized
by pictures, reported by James Wallen

IN AMERICA a building or a room is only as good as it is painted. Like the fresh foliage of Spring, paint is a symbol of renewed life.

The stroke of a pen may make or lose a fortune, but the stroke of a paint brush magically enhances property values.

This lesson is being brought before the people in "Save the Surface" and "Clean Up and Paint Up" campaigns. Photo-engravings are utilized to make more powerful and persuasive the verbal argument. No one doubts a picture.

Individual paint, varnish and enamel concerns are following the leadership of the trade associations, knowing that "Your Story in Picture Leaves Nothing Untold."

The American Photo - Engravers Association is composed of men with pride in craftsmanship, devotion to high principles and a positive knowledge of the appeal of pictures.

The Association booklet, "The Relighted Lamp of Paul Revere," will be furnished on request by Association members or from the Chicago general offices direct.



AMERICAN PHOTO-ENGRAVERS ASSOCIATION

GENERAL OFFICES • 863 MONMADDOCK BLOCK • CHICAGO

was an overwhelming success. I think we get better results now by employing a large enough staff in the advertising department so that we can get up our window displays and our advertising service for dealers right here in our own office."

One of the most damning things that can be said against the contest is that it is a substitute for more effort in the advertising department. As has been pointed out, what is needed is more education among dealers concerning the true value of window display as an advertising medium. Many advertisers doubt whether this education is being brought about by contests. They believe that concentrated effort along educational lines, with no prizes offered, is far better in the long run than prize contests. They believe that the right kind of effort expended wisely will teach the same things and teach them far better and far more permanently than a certain number of prize awards for good windows.

Like all questions of advertising, the question of the window display contest is many-sided. That the contest is a popular method of getting more display is shown by the great number of advertisers who use contests. On the other hand, a large body of advertisers consider it detrimental rather than effective. The advertiser who is sitting on the fence, undecided whether to use the contest or not, must in the long run answer in his own mind, with due regard of all evidence in hand, the question, "Will the contest accomplish what I am after better than any other method, and will its effects be permanent?"

Appointed Sales Manager of Conlon Electric Washers

H. D. Broughton has been appointed sales manager in charge of Conlon electric clothes washers, by the Conlon Corporation, Chicago.

With Panama "Times"

R. C. Lockhart has been placed in charge of circulation of the Panama Times. Effective August 1, he becomes assistant advertising manager.

E. C. Miles to Represent "National Hotel Review"

Eugene C. Miles has been appointed advertising representative of the *National Hotel Review*, New York. He will cover New England and New York State. Mr. Miles previously was Eastern manager of *The Modern Hospital*. He also was formerly with the *Engineering News-Record*, *American Gas Engineering Journal* and the *Journal of Accountancy*.

Moline Body Corporation Reorganized

The E. H. Wilson Manufacturing Company has been organized and has taken over the entire business of the Moline Body Corporation, Moline, Ill. E. H. Wilson, who was president of the Moline company, is president of the new company. All other officers of the Moline company will continue with the E. H. Wilson company.

Postal Amendment Requires Guarantee of Return Postage

An amendment to Section 1072 of the Postal Laws and Regulations has been made and will go into effect August 1. This addition provides that all domestic insured and collect-on-delivery parcels are accepted with the understanding that the senders guarantee any return or forwarding postage should such parcels become undeliverable.

Appointed Manager of Textone Sales

William L. Pringle has been appointed manager of Textone sales for the United States Gypsum Company, Chicago, manufacturer of Textone plastic paint. He was formerly Western manager of architectural service for the Sherwin-Williams Company.

Death of Tracy W. Ellis

Tracy W. Ellis, formerly assistant advertising manager of the *Indianapolis News* and for the last several months in charge of the advertising department of the *Indianapolis Times*, died recently in that city. Mr. Ellis was a former vice-president of the *Indianapolis Advertising Club*.

New Account for Lyddon & Hanford Agency

C. S. Merton & Company, New York, manufacturers of men's caps, have placed their advertising account with the New York office of the Lyddon & Hanford Company, advertising agency.

Youngs Advertising Agency, San Francisco, has organized a new company to be known as Youngs List and Letter Company, which will take over the direct-mail advertising part of its business.

The Heart of Ohio

The Most Fertile Spot in the Great Middle West

*Covered by
ONE NEWSPAPER*

COLUMBUS
DISPATCH

DAILY
AVERAGE 105,819

A 95%
AMERICAN
COMMUNITY

Advertisers through THE COLUMBUS DISPATCH can cover a resourceful field embracing the city of Columbus with a population of 300,000, surrounded by 47 sister cities, ranging from 1000 to 32,000 population. Ninety-five per cent American born with a per capita wealth of \$3,045.00 and an annual purchasing power exceeding \$350,000,000.

Statistics show this to be one of the most stable territories in America. Due to its diversification of industries, it never experiences violent depressions. In Columbus alone, practically every known commodity is manufactured, and outlying districts are exceptionally resourceful through a well balanced combination of manufacturing and agriculture.

The Dispatch Advertising Always First in Ohio

The Total paid lineage for the first six months of 1925 was 10,478,036, or 1,210,736 lines in excess of any other Ohio newspaper. For the same period the DISPATCH exceeded all other Columbus newspapers combined by 1,952,515 lines.

The Dispatch Circulation

The Columbus Dispatch is the favorite newspaper in 19 counties in central Ohio.

City (Columbus)....	54,851
Suburban	28,024
Country	22,944

Total Circulation .. 105,819

Columbus Dispatch.

OHIO'S GREATEST HOME DAILY

ANNOUNCEMENT

TO

The Readers of Printers' Ink

Control of the International Trade Developer has passed into new and strong hands. I have assumed full responsibility for the direction and development of this international merchandising and publishing organization which, for nearly a quarter-century, has been rendering a personal trade service to clients all over the world.

A series of advertisements, which will appear in *Printers' Ink* each week, will tell the story of this unique organization.

I have a sober vision of the heavy responsibility which we owe to present and future clients. We pledge ourselves to a supreme effort, that the I.T.D.* may fully develop its latent power to aid you in the growth of your present or future foreign trade.



President

Branches covering

Argentina	Danzig	India	Portugal
Australia	Denmark	Ireland	San Francisco
Austria	Egypt	Italy	Siam
Balkans	Federated	Japan	South Africa
Belgium	Malay States	Java	Spain
Burma	Formosa	Luxemburg	Straits
Canada	France	Mexico	Settlements
Ceylon	Germany	New Zealand	Sweden
Chicago	Great Britain	Norway	Switzerland
China	Holland	Philippines	Uruguay
Cuba			

*INTERNATIONAL
TRADE DEVELOPER CORPORATION
247 Park Avenue, New York

An Up-to-Date List of House Magazines

The Third of Five Instalments

(Key to symbols: "A."—Agents. "C."—Customers. "D."—Dealers. "J."—Jobbers. "P."—Prospects. "S. O."—Sales Organization. "U. C."—Ultimate Consumers.)

- Hudson Valley Paper Co., Albany, N. Y.: "Dummy." C-P.
 Hurley Machine Co., Chicago: "Hurley Messenger." S. O.-D-J.
 Hurty-Peck & Co., Indianapolis: "Hurty-Peck Idea." Soda water bottlers and ice cream makers.
 Hosen Co., E. W., Detroit: "Directograms." Users of Direct Mail.
 Hydrox Corporation, Chicago: "Hydrox News." D.
 Hygrade Lamp Co., Salem, Mass.: "Hygrade Triangle." D.
 "Hygrade Bulletin." U. C.
 Idaho State Life, Boise, Idaho: "Idaho Lifer." A.
 Illinois Glass Company, Alton, Ill.: "Bottles." U. C.
 Imperial Candy Co., Seattle, Wash.: "Between Friends." A.
 Imperial Furniture Co., Grand Rapids, Mich.: "Imperial Messenger." D.
 Imperial Life Assurance Co. of Canada, Toronto, Ont., Canada: "Imperial Life-Guard." Policyholders.
 Imperial Optical Co., Toronto, Ont., Canada: "Imperial-National News." D-Optical Houses.
 Indiana Truck Corp., Marion, Ind.: "Indiana Weekly Broadcaster." D.
 Indianapolis Engraving & Electrotyping Co., Indianapolis, Ind.: "Gab." C-P.
 Indianapolis Star, Indianapolis, Ind.: "Co-Operator and Merchandiser." D.
 Indianapolis Times, Indianapolis, Ind.: "Market Master." D.
 Insurance Brokers' Exchange, San Francisco, Calif.: "Insurance Bulletin." A-Brokers.
 International Business Machine Corp., New York: "Business Machines." S. O.
 International Cork Co., Brooklyn, N. Y.: "Re-Ly-On Bottler." Bottlers.
 International Correspondence Schools, Scranton, Pa.: "Trained Men." Supervisors, Administrators.
 International General Electric Co., Inc., Schenectady, N. Y.: "Digest."
 International Harvester Companies, Inc., Chicago: "Harvester World." D.
 International Mercantile Marine Co., New York: "Ocean Ferry." A-Stockholders, Freight Forwarders, and Employees.
 International Motor Co., New York: "Mack Bulldog." C-P.
 International Nickel Co., New York: "Inco." C-P.
 International Silver Co., Bridgeport, Conn.: "Jigger." J-Salesmen.
 Jaburg Brothers, New York: "Good News." D.
 James Mfg. Co., Ft. Atkinson, Wis.: "Jamesway Magazine." Dairy Farmers, Poultry Men, Hog Raisers.
 Janesville Fence & Post Co., Janesville, Wisconsin: "Fence Facts." D.
 Jaqua Company, Grand Rapids, Mich.: "Jaqua Way." C-P.
 Jarman Printing Co., J. L., Alliance, Ohio: "Typotopics." C-P.
 Jelke Co., John F., Chicago: "Jelke Good Luck News." D.
 Jennison-Wright Co., Toledo, Ohio: "Kreolite News." Industrial Engineers, Architects, Factory Managers.
 Jobson Printing Co., Louisville, Ky.: "Jobson's Journal." C.
 Johnson and Johnson, New Brunswick, N. J.: "Red Cross Messenger." J-D-Salesmen.
 "Notes and Abstracts." Physicians and Surgeons.
 Jones Drug Co., Ellis, Memphis, Tenn.: "Memphis Druggist." D-Physicians.
 Jones, McDuffee & Stratton Corp., Boston: "Caravan." D-and Users of China, Crockery and Glass.
 Joplin Globe, Joplin, Mo.: "Trade Review." D.
 Jordan-Foster-Hamilton Company, Little Rock, Ark.: "Impressions." C-P.
 Jordan Motor Car Co., Cleveland: "Jordan Idea."
 Journal Engraving Co., Jamestown, N. Y.: "The Picture." C-P.
 Julian & Koekenge Co., Cincinnati, Ohio: "Foot Saver." D-Clerks.
 Kable Bros. Co., Mt. Morris, Ill.: "Kablegram." Fraternal society and other organization leaders.
 Kalamazoo Pant Co., Kalamazoo, Mich.: "A Pant or Two." D.
 Kalkhoff Co., New York: "Good Will." C-P.
 Kansas City Journal, Kansas City, Mo.: "Trade Builder." D.
 Kansas City Kansas, Kansas City, Kan.: "Kansas Retailer." D.
 Kardex-Rand Company, Tonawanda, N. Y.: "The Kardex." S. O.
 "Kardex Service." C-P.
 Katzinger Co., Edward, Chicago: "Dough." Bakers and Bakery Jobbers.
 Kaustine Co., Inc., Buffalo, N. Y.: "Animator." S. O.
 Kaynee Company, Cleveland: "Loop." D.
 K.-B. Printing Co., Omaha, Nebr.: "K-B Printer." C-P.
 Keith Co., Geo. E., Campello, Brockton, Mass.: "Walk-Over Shoe Prints." D.
 Kellogg Switchboard & Supply Co., Chicago: "Telephone Facts." Telephone Companies.
 Kelly Sales System, T. K., Minneapolis, Minn.: "Kelly's Magazine." D.
 "Kellygraphic Change." S. O.
 Kelly Springfield Tire Co., New York: "Motor Chat." C-P.
 Kentucky Printshop Co., Inc., Louisville-Ky.: "Printshop Proofs." C-P.
 Key System Transit Co., Oakland, Calif.: "Key System News." Car Riders.
 Keystone Pipe & Supply Co., Butler, Pa.: "Keystone Butler." J-D-C-P.

- Keystone Press, Indianapolis, Ind.: "Keystone Press." C-P.
- Kiel Furniture Co., Milwaukee, Wis.: "Kiel Kraftsman." S. O-D.
- King Printing Co., Bristol, Tenn.: "King's Courier." C-P.
- Kinnan & Co., J. I., Spokane, Wash.: "Your Business Advisor."
- Kirsch Manufacturing Co., Sturgis, Mich.: "Kirsch Window and Door Draping Manual." D.
- Klauder-Weldon Dyeing Machine Co., Bethayres, Pa.: "Klauder-Weldon News." Textile Mills and Job Dyer Houses.
- Koehring Company, Milwaukee, Wis.: "Pickups & Throwovers."
- Koh-I-Noor Pencil Company, Inc., New York: "Koh-I-Noor Gleams." D-J.
- Kohler-McLister Paint Co., Denver, Colo.: "Minute Merchandiser." Paint Dealers.
- Koss Co., O. A., Detroit, Mich.: "Koss Book." C-P.
- Kraft & Bros. Co., J. L., Chicago: "Cheesekraft." S. O-Stockholders.
- Krank Co., Alfred J., Minneapolis, Minn.: "Krank's Review." Barbers.
- La Crosse Clothing Co., La Crosse, Wis.: "Pep." D.
- Lahadu Vendor Co., Los Angeles, Calif.: "In a Peanut Shell." Vendors.
- Lambeth Rope Corp., New Bedford, Mass.: "Lambeth Lamp." Textile Mills, Paper Mills.
- Lamson Company, Syracuse, N. Y.: "Store Service News." Store Executives.
- Lancaster *New Era*, Lancaster, Pa.: "Retail New Era." D.
- Landsheft Advertising Agency, Buffalo, N. Y.: "Landsheft Lever." Manufacturers.
- Lanston Monotype Machine Co., Philadelphia: "Monotype." Printers.
- Larkin Company, Buffalo, N. Y.: "Larkin Idea." Larkin Secretaries.
- La Salle Extension University, Chicago: "Personal Efficiency." Students and Former Students.
- Lasker Corp., A. I., Los Angeles, Calif.: "Lasker Way." D-C-P.
- Lasky, J. & S., Newark, N. J.: "Secretary." D.
- Lawrence Paper Mfg. Co., Lawrence, Mass.: "Jayhawk." U. C.
- Lee Publishing Co., Harry, Riverhead, N. Y.: "Printograms." C-P.
- Leeds & Lippincott Co., Atlantic City, N. J.: "Sand and Spray." Guests.
- Lehigh Portland Cement Company, Allentown, Pa.: "Lehigh Magazine." D.
- "Lehigh Field." S. O.
- Lehon Co., Chicago: "Tuff Stuff." D.
- Lesan Advertising Agency, H. E., New York: "Lesan-O-Gram."
- Leschen & Sons Rope Co., A., St. Louis: "Leschen's Hercules." U. C.
- Levey Printing Company, Indianapolis, Ind.: "Shield." C-P.
- "Bank Notes." Bankers.
- Lewis Co., G. B., Watertown, Wis.: "Beecause." Bee Keepers.
- Lewis Mfg. Co., Walpole, Mass.: "Curity Comments." Hospital Executives.
- Lichtenberger-Ferguson Co., Los Angeles, Calif.: "Graduated Cobbler." D.
- Lightolier Company, New York: "Lightolier Link." D.
- Lilley & Co., M. C., Columbus, Ohio: "Hand Luggage." D.
- "Lilley Light." Fraternal Organizations.
- Lilly and Company, Eli, Indianapolis, Ind.: "Tile and Till." D.
- Lincoln National Life Insurance Co., Fort Wayne, Ind.: "Life with the Lincoln." A-Employees.
- Linde Air Products Co., New York: "Linde Oxywelder." Small users of Linde Oxygen.
- "Oxy-Acetylene Tips." Large industrial users of Linde Oxygen.
- Lindsay Bros. Co., Minneapolis, Minn.: "Prices Current." D.
- Line-A-Time Mfg. Co., Rochester, N. Y.: "Vision." Stenographers.
- Linograph Co., Davenport, Iowa: "Slug." Printers and Publishers.
- Linscott Co., A. H., Woburn, Mass.: "Linscotts Monthly Memo." Shoe Manufacturers.
- Liquid Carbonic Co., Chicago: "Liquid Bottler." Bottlers.
- Livermore & Knight Co., Inc., Providence, R. I.: "Eastern Standard." C-P.
- Lloyd Press, Brooklyn, N. Y.: "Lloyd Press Agent." C-P.
- Lockwood Greene & Co., Boston: "Engineer." C-P.
- Loew's Theatres, New York: "Loew's Weekly."
- Lombard & Co., Winter Hill, Mass.: "Lombard News Letter." Paper Mills.
- Long Island Railroad, New York: "Long Island Railroad Information Bulletin."
- Longview Co., Longview, Wash.: "Longview Progress." Distributed to Folks interested in Longview.
- Los Angeles Examiner, Los Angeles, Calif.: "Southwestern Grocer." "Southwestern Retailer." Automobile, Hardware and Electric Dealers.
- "Southwestern Druggist." "Southwestern Merchant." Men's Furnishing, Dry Goods and Department Stores.
- "What About Los Angeles." Advertisers and Agencies.
- Los Angeles Herald, Los Angeles, Calif.: "Dealer Herald." D.
- Los Angeles Railway, Los Angeles, Calif.: "A-Z-U-R-I-D-E." Car Riders.
- Los Angeles Realty Board, Los Angeles, Calif.: "Los Angeles Realtor." Brokers.
- Los Angeles Record, Los Angeles, Calif.: "Record Co-operator." D.
- Los Angeles Times, Los Angeles, Calif.: "Better Methods." Two Editions—Grocers and Druggists.
- Louisville Herald-Post, Louisville, Ky.: "Co-operator." D.
- Lovsted & Co., C. M., Seattle, Wash.: "Toots." C-P.
- Lowell Press, Kansas City, Mo.: "Idea." C-P.
- Ludwig & Ludwig, Chicago: "Ludwig Drummer." D-C-P.
- Lumbermen's Printing Co., Seattle, Wash.: "Satisfaction." C-P.
- Lyon Metallic Mfg. Co., Aurora, Ill.: "Lyon Standard." S. O-D.
- Lyons & Co., Hugh, Lansing, Mich.: "Complete Display." D.
- McArthur & Co., Colin, Montreal: "Wall Beautiful." D-Decorators.
- McCann Co., H. K., New York: "The Quarterly."



Advertising agencies naturally take on the characteristics of the community in which they work. In some cities the spectacular and showy methods predominate—while in Milwaukee, the thorough, sincere methods of the manufacturers influence the policies of its advertising organizations.

OLSON & ENZINGER, Inc.

Advertising
MILWAUKEE



- McCaskey Register Co., Alliance, Ohio:
"McCaskey Bulletin." S. O.
- McClary Mfg. Co., London, Ont.,
Canada: "McClary's Wireless." D.
- McClelland & Co., R. J., New York:
"McClelland Bulletin." Investors.
- McCloud River Lumber Co., McCloud,
Calif.: "Shevlin Equalizer." D.
- McCormick-Armstrong Press, Wichita,
Kan.: "Impressions." C-P.
- McFarland Co., J. Horace, Harrisburg,
Pa.: "Cloverleaf." C-P.
- McGraw The Printer, Dallas Texas:
"Kick." C-P.
- McIntire-Magee & Brown Co., Phila-
delphia: "Kachoo News." Opticians
and Oculists.
- McKiernan & Co., George F., Chicago:
"Straight Shootin'." D.
- McLain Orthopedic Sanitarium, L. C.,
St. Louis: "Sanitarium News."
Parents of Crippled Children.
- McLean Mfg. Co., W. B., Pittsburgh,
Pa.: "Good Fixtures." D.
- McLellan's Music Shop, Frederick,
Okla.: "Optimeter." C.
- McLennan McFeely & Co., Ltd., Van-
couver, B. C., Canada: "Sunset."
- McMath Company, El Paso, Texas:
"Printing, Plus." C-P.
- McMillan Co., James, Pittsburgh, Pa.:
"McMillan Musings."
- McNaughton, Flint, Chicago: "Selling
Aid." C-P.
- Macbeth, Inc., William, New York:
"Art Notes." Art Collectors and
Artists.
- MacGregor-Cutler Printing Co., Pitts-
burgh, Pa.: "Macogrames." C-P.
- Machin Custom, Shirtmaker, Los
Angeles, Calif.: "Shirtology." C-P.
- Magnolia Jewelry Co., Los Angeles,
Calif.: "Magnolia Karat." C.
- Magnus Chemical Co., Brooklyn, N. Y.:
"Magnograms." C-P.
- Magnus Fruit Products Co., San Fran-
cisco, Calif.: "Magnus Service." C-P.
- Malone & Hyde, Inc., Memphis, Tenn.:
"Live Wire News." D.
- Manchester, Inc., Madison, Wis.: "Man-
chester Gift Book." C.
- Mangan Studio, St. Louis: "Man-
gander." Printers.
- Manufacturers Insurance Co., Toronto,
Ont., Canada: "Agents News Letters." S. O.
- Marble Arms & Mfg. Co., Gladstone,
Mich.: "Marble's Message." D-J-
Salesmen.
- Marshall Field & Co., Chicago: "Fash-
ions of the Hour." C.
- "Field Quality News." Merchant-
Customers.
- Marsters, Inc., George E., Boston:
"Travel." Vacationists.
- Martin Paper Co., Ltd., John, Winnipeg,
Man., Canada: "Martin's Papyrus." C-P.
- Marx & Brown, Inc., Chicago: "Tailor
Talk." Tailors.
- Maryland Trust Co., Baltimore, Md.:
"Martytrust Bulletin."
- Mason Box Company, New York:
"Guide Post." C-P.
- Massachusetts Bonding & Insurance Co.,
Saginaw, Mich.: "Co-ordinator." S. O.
- Massachusetts Gas Companies, Boston:
"Massachusetts Gas Companies Bul-
letin." C-Employees.
- Matson Navigation Co., San Francisco,
Calif.: "Aloha." Travelers.
- Mattison Machine Works, Rockford,
Ill.: "Woodworking Machinery Meth-
ods." C-P.
- Maytag Company, Newton, Iowa: "Prof-
it News." D-Clerks.
- Mead Printing Co., C. M., Los Angeles,
Calif.: "Booster." C-P.
- Meisselbach-Catucci Mfg. Co., Newark,
N. J.: "Reeling In." J-D.
- Memphis Commercial Appeal, Memphis
Tenn.: "Merchandise Co-Operation." D.
- Memphis Press, Memphis, Tenn.: "Mar-
ketmaster." D.
- Mentholum Company, Wichita, Kan.:
"Menthology." D.
- Mercantile Trust Company, San Fran-
cisco, Calif.: "Mercantile Trust Re-
view of the Pacific." "Mercantile
Trust Company Service."
- Merchants Heat & Light Co., Indian-
apolis, Ind.: "Power News." U. C.
Employees.
- Merchants & Planters Bank, Pine Bluff,
Ark.: "Merchants and Planters Re-
view."
- Merck & Company, Rahway, N. J.:
"Merck's Report." D-J.
- Meredith Publications, Des Moines,
Iowa: "Merchandising Advertising."
- Mergenthaler Linotype Co., Brooklyn,
N. Y.: "Linotype Bulletin." "Lino-
type News." C-P.
- Merrell Co., Wm. S., Cincinnati, Ohio:
"Merrell Messenger." D.
- "Merrell Digest." Doctors.
- Mersman Bros., Brands Co., Celina,
Ohio: "Table Talks." D.
- Metal & Thermit Corp., New York:
"Reactions."
- Metropolitan Building Co., Seattle,
Wash.: "Metropolitan Bulletin." Stock-
holders and Tenants.
- Metropolitan Life Insurance Co., New
York: "Metropolitan." Industrial
Policyholders.
- "Tower Talks." A.
- "Intelligencer." A.
- Metropolitan Press, Portland, Oreg.:
"Type Talks." C-P.
- Metropolitan Press, San Francisco,
Calif.: "Lantern Light." C-P.
- Meyer Furnace Co., Peoria, Ill.: "Gas
Draft." D.
- Meyer Press, Appleton, Wis.: "Press
Proof." C-P.
- Miami Paper Co., West Carrollton, Ohio:
"Neighbor." D.
- Michaels, Stern & Co., Rochester, N. Y.:
"Value-First Messenger." D.
- Michigan Stove Co., Detroit: "Garland
News." D.
- Miller Bros. & Co., Harrisburg, Pa.:
"Facts and Figures." C.
- Miller-Bryant Pierce Co., Aurora, Ill.:
"Typing Tips." C-P.
- Miller Rubber Company, Akron, Ohio:
"Tire Trade News." D.
- Milwaukee Journal, Milwaukee, Wis.:
"Retail Journal." D.
- Minneapolis Paper Co., Minneapolis,
Minn.: "Empecop Paper News."
- Minnesota Loan & Trust Co., Minne-
apolis, Minn.: "Good Fortune."
- Minnesota Mutual Life Insurance Co.,
St. Paul, Minn.: "Application." A.
- Missouri State Life Insurance Co., St.
Louis: "Moslic Topics." A.



OVER 50% IS WASTED!

*We are talking about Sales Literature in Salesrooms—
and elsewhere.*

Statistics have their value. They enable us to measure past achievement. Rightly interpreted they are a guide to future action. The past is always dead. Forward-looking Advertising Managers live in the future. It is they who are responsible for the appropriation getting results.

The wise Advertising Manager knows that growth is the only condition which will satisfy his honorable ambition.

He will see to it that his "printed-salesmen" that he furnishes to his dealers get the proper storage, display and distribution, with the minimum of waste.

He will make sure that it is the most efficient, the most economical—"EBERT'S" Custom-Built, ALL Ways Adjustable Display Fixture.

This choice will be justified by all the statistical data at command.

*We will be glad to mail descriptive folder to every live
Advertising Manager who is interested in learning the facts.*

For Your Information, Inc.
"The Finest Service in the World"

WISCONSIN OFFICE

*Plankinton Arcade Bldg.,
Grand Ave. at West Water St.
Milwaukee, Wis.*

The Miami Herald Still First In the World

*Among Six and Seven Days a Week Newspapers
During First Six Months of 1925*

Seven Days a Week Leaders

	Lines
Miami Herald	18,024,587
Detroit News	16,414,678
Chicago Tribune	15,948,574
New York Times	13,587,936
Los Angeles Times	13,156,654
Washington Star	12,671,279
Pittsburgh Press	11,885,342
Los Angeles Examiner	10,862,405
St. Louis Post-Dispatch	10,556,160
Columbus Dispatch	10,478,036

The thoroughness of coverage in the homes of its territory—unequaled by any other newspaper in any city many times Miami's size—plus the prosperity of the field and The Herald's wonderful result-getting ability has kept it in first place in America in total advertising for the first six months of 1925.

Six Days a Week Leaders

	Lines
Miami Herald	13,419,560
Detroit News	11,998,266
Chicago Daily News	10,331,101
Washington Star	9,403,656
Pittsburgh Press	8,277,458
New York Times	8,157,150
Los Angeles Times	7,947,064
Columbus Dispatch	7,535,739
St. Louis Post-Dispatch	7,345,800
Chicago Tribune	6,269,943
Los Angeles Examiner	6,215,240

If the first half of 1925 is any indication of what will follow, The Miami Herald will establish a world's record this year. Already its total is ahead of 1924 for the same period by 9,319,380 lines. The Miami Herald ranks first among newspapers publishing seven issues a week, and first among newspapers publishing week-days only.

THE MIAMI HERALD

"FLORIDA'S MOST IMPORTANT NEWSPAPER"

FRANK B. SHUTTS, Publisher

*Greatest Circulation Week Days or Sundays in Miami,
Suburban and Lower East Coast Territory*

Mitchell Fletcher Co., Philadelphia:
 "Suggestions." D.
 Modart Corset Co., Saginaw, Mich.:
 "Modart Bulletin." D.
 Mohawk Rubber Co., Akron, Ohio:
 "Mohawk Messenger." D.
 Moirs, Limited, Halifax, N. S., Canada:
 "Chocolate Soldier." D.

Yellow Cab Control Passes to General Motors

The General Motors Corporation has acquired a controlling interest in the Yellow Cab Manufacturing Company, Chicago. The General Motors truck division will be merged with the Yellow Cab company and the consolidation will be operated by a new company which will be organized under the name of the Yellow Truck & Coach Manufacturing Company.

John Hertz, head of the Yellow Cab Manufacturing Company, becomes chairman of the board of the new General Motors subsidiary. John A. Ritchie, head of the Chicago Motor Coach Company, becomes president. Mr. Hertz continues as president of the Yellow Cab Company and chairman of the Omnibus Corporation, which controls the Chicago Motor Coach Company. These companies, which operate taxicabs and buses, are not affected by the merger. The headquarters of the new company will be located at Chicago.

"The Wireless Age" to Be Merged with "Popular Radio"

Beginning with the September number, published August 20, *The Wireless Age* will be consolidated with *Popular Radio*. *The Wireless Age* was established in 1911 under the name of *Marconigraph* by the Marconi Wireless Telegraph Company of America. One year later the name of the magazine was changed to *The Wireless Age*.

When the Marconi Wireless Company of America was taken over by the Radio Corporation of America in 1919, *The Wireless Age* was in turn taken over by The Wireless Press, Inc., a subsidiary company of the Radio Corporation of America.

Foulds Company Moves Sales and Advertising Offices

The Foulds Milling Company, manufacturer of Foulds macaroni products, has moved its sales and advertising departments from Chicago to Libertyville, Ill., where the company's general offices are located. The two departments have been consolidated.

Death of Hugh J. Mitchell

Hugh J. Mitchell, owner of the Ottawa, Ill., *Free Trader-Journal* and until a year ago, secretary-treasurer of the Joliet Printing Company, publisher of the Joliet, Ill., *Herald-News*, died recently at Chicago.

Bayuk Encourages Trade to Tie-up with Advertising

To encourage the initiative of the jobbing trade and retailers in tying up with its national advertising, Bayuk Cigars, Inc., Philadelphia, has started a contest. Business-paper advertising is being used to announce the awards and conditions of the contest to the trade. The contest is divided into two sections, one for jobbers' salesmen and one for cigar dealers and their clerks.

Jobbers' salesmen are invited to participate by relating their most successful selling experiences or best selling ideas, or talks, which have been built around the company's current advertising campaign, which features the slogan, "It's Ripe Tobacco."

In a trade-paper advertisement inviting letters from cigar dealers and their clerks showing how they have tied up with this slogan, in window or case displays, selling talks or clever sales ideas, the company states that no essay or long-winded talk is expected, just facts, as it is the ideas that are wanted.

Will Urge Use of Malt Extract in Home Baking

Feeling that much of the advertising of malt extract is too closely associated with the making of home brew, the Red Top Malt Extract Company, Cincinnati, is planning an advertising campaign which will aim to encourage the use of its product in home baking. The use of malt for this purpose received quite an incentive during the war period and the Red Top company plans to capitalize on the knowledge of its use which has been developed among housewives. In preparation for this campaign the company has created a character, named "Red Top," in order to humanize its appeal to the consumer. This campaign, which will be directed to the housewife, will start in the fall.

C. J. Brennan with McKenna-Muller

C. J. Brennan has been appointed manager of the New York office of McKenna-Muller, Brooklyn, advertising and sales promotion. He was formerly with the Capehart-Carey Corporation, New York advertising agency, and before that, he was with the New York *Times*.

Motor and Accessory Manufacturers to Meet

The fall convention of the Motor and Accessory Manufacturers Association will be held at Montreal from October 7 to 10. B. M. Asch, president of Asch & Company, Inc., New York, has been appointed chairman of the program committee.

How Manufacturers Watch Retailer's Stock Turnover

Three Different Plans, Practiced by Johnson-Cowdin-Emmerich, Inc.,
Gotham Silk Hosiery Company and Regal Shoe Company

By Ruth Leigh

STANDING in a small dry-goods store in a Long Island suburb not long ago, I watched the proprietor buying a line of boys' blouses from a salesman whose sample case was spread open on the counter.

"Put me down for two dozen of those English broadcloths, with the flat collar," said the proprietor.

"If I were you, Mr. Black, I'd take only a dozen of those, and add the extra dozen on the striped cottons. I'm afraid you won't get your money out of the broadcloth blouses quickly enough. Better go slow on them and buy the stripes—that's my advice, anyhow."

Thoughtfully, the proprietor studied the English broadcloth sample, did some quick figuring on the cover of a nearby box, then nodded slowly.

"Guess you're right, old man. No sense loading up on broadcloth blouses. They're rather high priced for my trade."

I was interested in this apparently commonplace incident because it reflected what is obviously a prevailing selling policy of progressive manufacturers. No longer are they loading up the retailer and forgetting him until a "help" cry comes. Instead, they are making a careful study of each dealer's merchandising problems and advising him in his buying so as to help him achieve a more rapid turnover of stock and capital invested.

This is not an entirely unselfish move on the part of manufacturers, because aside from increasing sales, the producer has, by watching retail sales, an excellent barometer for regulating his own factory production.

Commenting on this recently developed form of dealer co-

operation that has resulted in the adoption of regular turnover control plans, the sales manager of a leading textile manufacturer has expressed an interesting thought: "I see in this method of working with the retailer, watching his stock turnover and advising him in buying, a new responsibility which most manufacturers of today are obliged to shoulder. To my mind, it's just another instance of doing the dealer's job for him. We've taken from him, to some extent, the work of training his clerks; now we're assuming another job—watching his stock and turnover. If it is necessary for us to do this, in order to keep stocks moving, then we'll have to do it."

As evidence that some of our progressive manufacturers do find this necessary we have various forms of stock control and turnover plans in operation.

THE GOTHAM HOSIERY PLAN

Consider, for instance, the plan operated by The Gotham Silk Hosiery Company, New York, in co-operation with some of its retail distributors throughout the country. By a careful, constant study of a store's stock and sales, in addition to a liberal return-of-unsold stock privilege, this company tries to see that the store carries no more stock than can possibly be kept active in a given period.

Assume that a new wholesale account is opened by Gotham and the buyer accepts the company's co-operation in helping the customer buy and merchandise the stock. First, a suggested assortment is outlined, with a range of colors, styles and sizes, based on a tentative estimate of what that store can sell. This concern may be shipped a larger stock than it can

in the July Scribner's Magazine

Make a mental note to get Scribner's at the next newsstand you pass, and ask to have a copy saved for you regularly

Would Bryan Suppress Scribner's?

If the great Commoner could, he would probably issue some such order to the Lord High Censor.

* * *

In the July Scribner's Magazine, Edward M. East's "Heredity — the Master Riddle of Science" appears.

* * *

It does not discuss evolution as a theory, it applies evolution to you and to me. It points out facts which have changed the whole outlook on human affairs.

East became a biologist because the human and useful qualities of the study appealed to him. He has achieved front rank among the scientists by being first of all a human being.

* * *

In view of the side-show at Dayton, Tennessee, it is more than ever imperative to read the July Scribner's Magazine.

* * *

And have you been missing the new stories in Scribner's Magazine?

ONE OF THE QUALITY GROUP

sell, but this is done intentionally, so that the Gotham headquarters can watch its sales at the beginning to determine the best stock assortment to suggest for future needs.

Gotham Silk Hosiery is packed three pairs to a box, and Gotham suggests that when the third pair of each box is sold the store save the box end on which is labeled the color, style and size for the purpose of making up their order for more hosiery. This creates an automatic reorder system by which a store orders stock based on actual sales—not what the buyer *thinks* he can sell. The system eliminates the guesswork and although it creates hand-to-mouth buying, the manufacturer encourages it because it is the right kind.

Ivan Selig, sales manager of The Gotham Silk Hosiery Company, points out that this policy creates more frequent shipments, but the increased shipping costs are almost always more than offset by the increased sales resulting

from a constantly active stock.

This stock control plan is, of course, variable and operates according to the desires and systems of the store. Some stores reorder daily, others every week, and some once a month. This depends on the buying policies and habits of the store.

With this automatic reorder system in operation, it is a comparatively simple matter for the Gotham office to know just what colors, styles and sizes are selling in different stores, and what part of the surplus stock can be returned. Mr. Selig points out that the plan keeps a store's stock limits to a minimum, thus reducing the merchant's investment, yet insures a stock that, from beginning to end, is complete. Some stores that in the past had only six stock turns a year, have turned their silk hosiery stock ten and twelve times by operating this automatic reorder system.

Allied with the Gotham company's stock control system operated by some of its distributors is

made by Grammes

GOOD-WILL Builders
That Have Made Good
For National Advertisers.
Grammes Has Co-operated
With Some Of The Largest
Industrial Concerns In
Working Out Attractive And
Appealing Advertising Nov-
elties Of The Better Kind.



Get Your Copy Of This Illustrated
Catalog Of Advertising Novelties



L. F. GRAMMES & SONS, INC.
428 Union St., Allentown, Pa.

1875—Our Fiftieth Year—1925

Also Metal Stampings, Wire Formings, Name Plates, Etc.

L. F. Grammes & Sons, Inc.
Mail us your new catalog of
Advertising Novelties.
Name _____
Address _____

Announcing—



E. C. MILES

as Advertising Representative of

NATIONAL HOTEL REVIEW

(Member A. B. C., A. B. P. and N. P. A.)

in New England and New York State
effective July 9th, 1925

An experience of more than ten years in engineering work and an experience of equal duration in all phases of the publication of technical and class magazines, the greater part of it in positions of executive responsibility, have given Mr. Miles that background of experience we feel is necessary to properly assist and advise on plans looking to the development of sound merchandising of the present day hotel field.

Mr. Miles has been associated with *Engineering Record*, the *American Gas Engineering Journal*, the *Journal of Accountancy*, and for the past three years has been Eastern Manager of *The Modern Hospital*.

GEHRING PUBLISHING CO.

A. R. EADIE, Advertising Manager

1200 Tower Bldg., 6 No. Michigan Ave., CHICAGO; Tel.: State 8750
119 West 40th Street, NEW YORK; Tel.: Penna. 1670

**The finest
printed
Rotogravure
Section
in
America**

San Francisco Chronicle

National Representatives
Williams, Lawrence & Cresmer,
325 Fifth Avenue,
New York City.

360 No. Michigan Ave.
Chicago

R. J. Bidwell Co.,
Times Bldg.,
Los Angeles, Calif.

men

are men—anywhere,
& the booklets, books
or mailing campaigns
to *sell* them demand a
simple direct style.
Telephone or write.



CURRIER & HARFORD L^{td}
Selective Advertising
27 East 31 New York Cal 6067

an equally interesting service rendered to all its wholesale customers, and many who are not customers. Every week, the company mails to retailers a report of the colors and styles of hosiery sold in the Gotham Hosiery Shops during the previous week. These are listed in the order of their sales, from the first best-seller to the twenty-third. As a comparison, the figures of the previous week's sales are given. This service has become so firmly established that retail buyers, manufacturers, and jobbers look for the weekly sales report as a barometer of hosiery trends.

In merchandise lines represented by hosiery and glove silk underwear, there are a limited number of colors, sizes and styles, so that the control of stock is comparatively simple. Watching a stock composed of some 3,000 items in each store—and co-operating with about seventy or eighty stores at the same time—is what Johnson-Cowdin-Emmerich, Inc., New York, ribbon manufacturer, is successfully accomplishing by means of its turnover control plan.

The Johnson-Cowdin-Emmerich stock control plan is operated with stores only on staple ribbons; no attempt is made to control the turnover of novelties. An important responsibility of a good ribbon department, according to R. E. Carmichael, sales manager, is to have a balanced stock with necessary qualities and shades, so that no sales are lost.

The first step, therefore, in installing the turnover control plan in the average store is to set a stock limit based on the number of patterns, widths and colors which that particular store should have. The idea is to insure a stock on hand at all times that will meet the sales requirements of two weeks. Of course, there are many ribbon items that must be carried that will not sell more than once a year and these are considered, based on the size of the store.

To set a store's stock limits, that store is sent a questionnaire, which, filled in, provides a state-

ment of its stock by pattern, width and color, the cost value of the stock and the rate of turnover at cost versus cost. (It is interesting to note that among dozens and dozens of stores, not a single one could give a detailed rate of turnover, and few could give detailed cost values by patterns. Although figures on the number of sizes and shades are always supplied, they are seldom accurate. More pieces always turn up from somewhere.)

On the basis of this information supplied by the store, the home office sets up a standard stock according to the amount of business the department has been doing. These stock limits are so fixed to insure the store a minimum of four turnovers a year. (Stock limits are tentative and have to be adjusted by experience with the store. To insure this, the company makes quarterly adjustments.)

After the standard stock limits for that particular store are set, the company furnishes the department manager with a duplicate set of blanks, covering the entire stock, but divided into items for five days of the week and containing the minimum stock figures for that store. The latter then fills in his part and returns it to the manufacturer's headquarters. Reports are entered of stock on hand, of stock needed—next to the stock limit figures already written in by the manufacturer. Money value of stock at cost is also entered on the report.

Thus, Johnson-Cowdin-Emmerich receives a detailed report of daily and weekly sales of a given store (a report of inestimable value in planning future production).

The stores find that any saleswoman, after a few weeks of reporting, gets to know the stock on hand so well that a day's report can be made up in twenty minutes. There is no measuring; a half-spool or more is counted as a spool.

To Johnson-Cowdin-Emmerich, the important part of the record is the stock on hand, for this is entered into the home office books. Thus this concern has a record of

25% Increase in Guaranteed Net Weekly Sale of "PUNCH"

••

FOR several years the Advertisement rates for "PUNCH" have been based upon a Guaranteed Net Weekly Sale of 100,000 copies.

The Proprietors of "PUNCH" now guarantee a Net Weekly Sale of **125,000** copies—"Always more, Never Less"—this number being of course exclusive of all gratis, exchange or voucher copies.

Revised Scale of Charges for Advertisements, adjusted in accord with the increased sale indicated and effective as from September 1, 1925, may be had on application.

MARION JEAN LYON

Advertisement Manager "PUNCH"

80 Fleet Street, London, E.C.4



**Don't let them
overlook your
product!**

**Advertise it
where it's sold!**



**Lithographed—
TACKER SIGNS
FLANGE SIGNS
COUNTER SIGNS
HANGER SIGNS
DIE-CUT SIGNS**

Sizes 20"x28" and smaller



Write for Prices and Samples

**GENUINE QUALITY
AT LOW COST**

Crown Cork & Seal Co.

BALTIMORE, U. S. A.

**Makers of Metal Signs
for Many National Advertisers**

the sale of each staple item (and there are hundreds in a ribbon department) of some seventy or eighty stores throughout the country.

By watching these stocks and sales, the Johnson-Cowdin-Emmerich headquarters keeps in constant touch with stores, telling them when stocks are too high, too low or when certain numbers should be discontinued.

The control of the ribbon department becomes practically automatic. When the daily report arrives at headquarters, the shipping department sends by express, from New York headquarters or from the nearest branch stock; the number of pieces necessary to restore the minimum stock.

The company does not have to sell; the store does not have to buy. As these ribbons represent staple stock, the important consideration is to keep the ribbon stock turning over and over so that that store receives a maximum of service at a minimum of cost. This is made possible because there is no waste stock in the store and practically no deterioration. No reserve stock is necessary where this plan is operated and this eliminates the expense of stock clerks.

A BUYER SPEAKS

A department store buyer operating this plan has written the company: "We have consistently gained in sales since the installation of this plan some seven months ago, at the same time reducing our inventory volume. Good-will has been created for the department by establishing a reputation for carrying the most complete assortment of matching ribbons in the city."

The results from the manufacturer's viewpoint are summed up by General Brice P. Disque, president of Johnson-Cowdin-Emmerich: "We are not in business solely to help retailers sell goods—but unless they sell our goods at an entirely satisfactory profit, we cannot sell to them, and unless we both can keep our prices down, neither of us can get sufficient volume. It might appear at first



PERCIVAL K FROWERT COMPANY, INC.

A MESSAGE concerning
Superior Values should
mirror those qualities
both in tone and text.

The *way* an advertiser says the
worth-while thing is what counts.

But how to be heard above the
traffic roar—that's the problem.

Which shall it be: A stentorian
shout? A shrill piping? A tense
whisper?

That depends. The answer is
bound up with the one word
—Presentation.

{ *We invite inquiries as to our
past and present performances* }

250 PARK AVENUE

NEW YORK

PARIS

LONDON

TELEPHONE—VANderbilt 5800

that keeping the retailer's stock accounts for him would be extremely expensive. As a matter of fact, we are not keeping them for him. We are keeping them in order to balance our own production, and the expense is trivial, amounting to less than one-sixth of 1 per cent. I thought at first that filling the small orders would be expensive, but we have found that this is only a matter of adjustment. Under the old method of selling we had for each customer a couple of large orders each year, and we all thought that most of our shipping was in large lots, but when we came to plot the records we found that although we did make some large shipments, we also shipped a great many small fill-in orders to cover items that had been overlooked in ordering. It actually costs us less for shipping charges than it did before. We no longer need salesmen on these accounts—the ordering is automatic. Our salesmen are becoming executive representatives."

An interesting contrast with the

three turnover control plans previously described is that used by the Regal Shoe Company in connection with its retail stores throughout the country.

Before describing this plan, it should be noted that the average shoe retailer has in stock from 25 per cent to 33⅓ per cent of odd end sizes which from time to time must be moved at a loss. He prides himself, and justly, on being able to fit any sort of foot within the normal range. Does he lose money carrying a full line? Not at all; he loses money because his stock does not fit his market. Fitting the stock to the market is the Regal Shoe Company's greatest concern.

THE SHOE DEALER'S PROBLEM

It realizes that a shoe dealer's problem is simply to have a total quantity of each size that people *will* buy, and not have what they *will not* buy—which is precisely the aim of all retailing and manufacturing. Often, to simplify stocks, to bring about this condition, a dealer cuts down lines—

You CAN Promote Sales in New Jersey

by using New Jersey newspapers, of which there are 29 evening and 6 morning, showing the choice is for evening papers

Paterson, N. J., third city in the State, with 2,659 retail outlets and a cosmopolitan population, makes an ideal city for a "try-out" campaign.

The Paterson Press-Guardian

is the leading evening paper in this industrial center and has prestige and the confidence of its readers to a remarkable degree.

The Press-Guardian now reaches approximately 15,000 homes in Paterson and thriving suburban towns every evening at a time when every member of the family has the inclination to read a newspaper thoroughly. It has no waste or commuter circulation. Every copy reaches a worthwhile home and stays there, and a 5,000-line "try-out" campaign costs only \$200.

Route lists of druggists, grocers and other retailers furnished to prospective advertisers. Legitimate co-operation extended on non-cancellable contracts.

Represented in the National Field by

PAYNE, BURNS & SMITH
In the East

G. LOGAN PAYNE CO.
In the West

SCIENTIFIC AMERICAN

ANNOUNCES

THE APPOINTMENT OF

THE GEO. R. WILSON SPECIAL AGENCY

for the sale of advertising space in the
Western Territory

*Mr. Geo. R. Wilson
has for nearly 20
years been associated
with Mr. A. W. Shaw,
and until recently was
vice-president of the
A. W. Shaw Com-
pany. We are com-
plimented that Mr.
Wilson, in launching
his own business,
should select the
Scientific American as
his first publication.*

Address

GEO. R. WILSON
621 Harris Trust Bldg.
Chicago, Ill.

WE have added to our organization, as New York representative—

SHEPARD G. BARCLAY

—whose work in the past has been of such a nature that he requires no introduction to national advertisers

J. H. CROSS CO.

General Advertising Agency

15TH & LOCUST STREETS

PHILADELPHIA

Members:

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National Outdoor Advertising Bureau

Audit Bureau of Circulation

frequently does this to the point of having no customers.

In order to give the store manager a graphic picture of his stock at any minute of the day, the Regal Shoe Company has devised an Inventory Control Board. This board is planned with the assumption that a dealer often works out in figures just how many sizes he ought to have on hand, but fails to keep his stock in accordance with those figures. The Regal Shoe Company believes that figures are not sufficiently impressive to a production or a store manager; comparisons do not hit him in the eye as they should. Hence the Control Board—to keep actual conditions before the retailer at all times.

This is a large board divided into squares representing (using men's shoe stock as an illustration) the sizes carried. These squares are divided into four fields: a white field which Regal calls "safe"; a yellow field called "cautious"; a blue field called "dangerous" and a red field called "T. N. T."

Then the board has a number of pairs of washers (circular rubber rings with centre holes) each of which is used to represent a pair of shoes or a number of pairs of shoes according to the size of the stock which is to be controlled.

Up from the centre of each square projects a pin of the proper height for that size, over which the washers are slipped. Each Regal store has a standard stock worked out according to the amount of business done; this stock is planned as to size according to the following percentages, based on 100 per cent of sales. (It is interesting to note that these percentages are worked out from sales in all Regal stores over a period of many months and represent over 1,000,000 actual fittings and sales to consumers.) In the white field are made 71.861 per cent of sales; in the yellow, 16.959; in the blue, 10.942 and in the red, .238. Each pin is exactly the height to show the number of pairs of shoes which ought to be in stock on that size, each pair

Instant Ink Powder

BLUE-BLACK INK POWDER

1 Pint package	\$.25
10 Pint packages	2.40
100 Pint packages	22.00
1 Quart package35
10 Quart packages	3.40
100 Quart packages	32.00
1 Gallon package	1.30
10 Gallon packages	12.50
100 Gallon packages	120.00

A pint package makes one pint of blue-black writing ink, instantly, by adding one pint of water, and one quart package makes one quart of blue-black writing ink, instantly, by adding one quart of water, and a gallon package makes one gallon of blue-black writing ink, instantly, by adding one gallon of any temperature of clean water, shake or stir if you choose.

To make three pints at one time empty three pint packages of powder into con-

tainer, then pour in three pints of water, or five quart packs and five quarts of water and for each gallon package of powder use a gallon of water. Thirty gallons can be made at one time if desired, always put powder in first, then water.

Use any old clean bottle, jug, can, keg, barrel or other container that will hold the amount to be made.

Printed instructions on every package.

All orders sent postpaid to any address anywhere on receipt of price—no stamps.

Money back if not satisfied.

All schools, colleges, universities, public and private, terms 30 days net or 5% off cash in 5 days; the same terms to all individuals, firms and corporations having an established commercial rating.

INSTANT INK CO.

39 East Third Street

Cincinnati, Ohio, U. S. A.

being represented by a washer. When a pair of shoes is sold, the washer for the size is taken off its size-pin. If the stock is perfect, each pin will be filled exactly to the top with washers. If a bare portion of pin shows, then the quantity of that size is short. If the washers are piled up over the top of the pin, then that size is over. If a pin in the white field is over, the company does not worry. If a pin in the yellow field is over, it looks for trouble. If any of the pins in the blue or red fields are over, then that store is in danger of losing its profits.

It is important to note that the size control board does not recognize differences in style. It insists that the total stock of each size and width shall bear the correct relation to all other sizes.

At the Regal factory, a "master" inventory control board, showing the aggregate total of all the individual Inventory Control Boards in operation in all Regal Stores is placed on the executive desk every Monday morning, and this furnishes data as to production for the coming week.

Although manufacturers operating stock control plans in co-operation with certain retail customers admit frankly that these systems benefit them directly, merchants and department managers acknowledge that the benefits are two sided. It is evident that these well controlled merchandise stocks watched by the manufacturer for his retail customer have benefited other departments than those in which the system operates. In other words, by their own admission, dealers have acknowledged that by adapting the plans to other sections of the store they have greatly increased their turnover in certain departments.

With manufacturers raising the standard of retail merchandising, the operation of these stock control plans is unquestionably a step in the right direction.

L. E. Beal with Wildroot Company

L. E. Beal, formerly with the *Detroit News*, has been appointed assistant sales manager of the Wildroot Company, Buffalo, N. Y.

Can You Meet and Measure This Opportunity?

A successful Food Product manufacturer wants an experienced sales and merchandising man—a Know-How man for mid-western territory. Food Product experience not essential.

This man knows the problems of jobbers and dealers—is accustomed to selling both personally. He can work with and inspire salesmen—do any or all of the things necessary to produce RESULTS as District Manager. He is just the kind of man who will fit into an organization operating on the principle of the Golden Rule—he will dig in and dig out a future for himself.

Present the facts frankly and fully; tell us—sell us. This is an opportunity for the man who can measure up.

Address "U.," Box 212, care of Printers' Ink.

Buffalo Radio Show

October 19th to 24th

Auspices Radio Trades Association of Western New York and the Buffalo Courier and Daily Star.

Bigger and better than the tremendously successful show last year.

Write or wire space reservation to O. J. Stayley, Treasurer, Radio Trades Association, 1063 Main Street, or Buffalo Courier, Buffalo, New York.

Wanted—

[by 4-A's Agency]
[near New York]

COPY Man

Agency trained and broadly experienced copy man, prolific in ideas for visualization and of proved ability to produce simple, strong, forceful and convincing copy on varied line of accounts and correlated direct-mail material.

Must be of well-matured mind, primarily a thinker, of original powers and of demonstrated producing capacity. Personal character as important as professional ability. Congenial association assured.

Full details desired; specimens, if you can send them; state salary acceptable for demonstration period.

Address "O," Box 69,
Printers' Ink.

MONEY WASTED ON HOUSE ORGANS

Does your house organ pay? If not, it is poorly edited. Every house organ should be a pulling advertisement.

Do you trust this important work to your sales or advertising manager, a clerk or other inadequately equipped person. Only one skilled in creating, discovering, writing and displaying matter which will interest, convince and sell can edit a house-organ successfully.

—Going house-organs made more efficient.

—New house-organs started.

—Expert advice for editors or principals.

Write, Making Appointment

WALTER SAMMIS

Suite 1002

198 Broadway, New York

Collection Letters That Leave No Sting

WHEN Charles R. Wiers was vice-president of the De Long Hook and Eye Company he frequently "took a shot," as he called it, at a customer whose account was overdue or one who had deducted a discount to which he was not entitled. For example, a customer arbitrarily took advantage of the cash discount on a certain invoice even though he did not pay the invoice until twenty days after the expiration of the cash discount period. The collection manager wrote him three letters reminding him of the improper deduction. They brought neither an explanation nor a check. Then Mr. Wiers wrote him the following letter:

Dear Sir:

You must have a good reason for not cleaning up the cash discount item of \$9.62 which was improperly deducted from your June remittance.

Why not give us that reason instead of making it necessary for us to write you repeated letters?

Offhand we do not see how you can fairly take issue with our request which, we are confident, is in line with what you would make of one of your customers if he were to make some sort of deductions contrary to your regular terms. Every person lays down certain rules for the guidance of those who deal with him. These rules are ordinarily emphasized at the time a sale is made and are repeated again on practically every invoice that is rendered.

It therefore follows that in nearly every deal there is a meeting of minds before anything is concluded. This seems to be true of the deal we had with you last April. You were evidently agreeable to our prices and terms or else you would not have given us an order.

The fact that we agreed upon terms makes it obligatory upon you to do your part the same as we have done ours. You now have the ethics of the whole case. Nothing remains but to ask that you treat us as we would treat you and send us an additional remittance of \$9.62 to cancel the discount item which was evidently deducted through mistake.

Surely you will favor us with such a remittance by July 30 at the latest.

This letter not only brought the desired check but pleased the customer so well that he showed it to several of his business friends.

A certain firm had been in the habit of sending its delinquent

customers, regardless of whether they were good, bad or indifferent, a series of four letters. The fourth letter read as follows:

If you don't send us a check for— by — in payment of your October account it will be necessary for us to refer your account to our attorney.

This letter brought many checks, to be sure. But it also caused several good customers, who were merely "slow payers," to transfer their business to another firm. Upon learning of this the sales manager promptly relegated the letter to the wastebasket and substituted the following letter which produces equally good results without offending anyone:

Dear Sir:

If there is one thing a sales manager dislikes to do it is, collect money.

It has always seemed to me that the job of selling goods and that of collecting the money for them is as far apart as the North Pole and the South Pole.

But—there are times when the sales manager is obliged to take a whirl at collecting. For example, the Credit Department has just put the job of collecting your—account amounting to — up to me.

They say the job rightfully belongs to me because I O K'd your order and sent it on its way through the factory.

So I did. However, I was confident when I O K'd your order that you would pay the invoice promptly. Little did I think that someday it would fall to my lot to write you a letter like this.

Now, in view of what I did for you I hope you will come to my rescue by sending along a check for — so it will reach us not later than —.

By doing this you will get me out of an embarrassing position, prove to the Credit Department that my confidence in you is entirely justified and have the satisfaction of knowing that this old bill is wiped off of the map.

Thank you for the co-operation I know you will give me.

Most every firm has a certain number of dead beats to deal with. However, as the dead beats are in the minority and as it is comparatively easy to ferret them out, shouldn't they be treated on an individual basis, and without stint or mercy if necessary? This, it would seem, is a far better plan than writing "vinegar" letters to all delinquents and thereby running the risk of losing the business of some customers who, in the words of the corner grocer, are "as good as gold but just slow, that's all."



Kansas City JOURNAL-POST

A medium that affords exclusive gravure coverage in the richest territory of the United States!

312,575
(M. & E.)

177,044
(Sunday)

VERREE & CONKLIN
New York Chicago Detroit
San Francisco Kansas City

Idea Man

A man wanted who has advertising ideas and can express them in pen or pencil. If he is also an artist so much the better.

A splendid opportunity to become either a real artist or a real salesman and in the meantime earn a good income from ideas with a large advertising house in the East.

Give full particulars as to qualifications, experience, age, salary wanted, and if possible, submit samples which will be returned.

Address "Q," Box 206, Printers' Ink.

PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS

Founded 1888 by George P. Rowell

PRINTERS' INK PUBLISHING CO., INC.
Publishers.

OFFICE: 185 MADISON AVENUE, NEW YORK CITY. TELEPHONE: ASHLAND 6500. President and Secretary, J. I. ROMER. Vice-President, R. W. LAWRENCE. Treasurer, DAVID MARCUS. Sales Manager, DOUGLAS TAYLOR

Chicago Office: Illinois Merchants Bank Building, GOVE COMPTON, Manager.

Atlanta Office: 704 Walton Building, GEO. M. KOHN, Manager.

St. Louis Office: Syndicate Trust Building, A. D. MCKINNEY, Manager.

San Francisco Office: 564 Market Street, M. C. MOGENSEN, Manager.

Canadian Office: 92 Adelaide St., W., Toronto, H. M. TANDY, Manager.

London Office: 40-43 Norfolk Street, Strand, W. C. 2, C. P. RUSSELL, Manager.

Issued Thursdays. Three dollars a year, \$1.50 for six months. Ten cents a copy. Foreign Postage, \$2.00 per year; Canadian, \$1.00.

Advertising rates: Page, \$120; half page, \$60; quarter page, \$30; one inch, minimum \$9.10; Classified 65 cents a line, Minimum order \$3.25.

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NEW YORK, JULY 16, 1925

A "Made in U.S.A." Campaign?

"Buy American - Made Goods" campaign.

Manufacturers in certain lines of industry, notably textile, cutlery and glassware, who have been hit by foreign competition, are back of the movement. It is their purpose, we understand, to bring into the movement American manufacturers from all fields. It also is their purpose, we are told, to ask publishers to give "free" space to this movement.

Without doubt the need of such a campaign looms large in the minds of the manufacturers in the

three industries that are seeking to promote it. Yet why should they look to publicity? In their own business and in their own industries, most of them make no use of modern advertising. Few of them have faith in advertising as a corrective for their own individual ills. Yet by some extraordinary mental gymnastics they arrive at the opinion that advertising when joined in by all industries can cure the ills with which their particular fields of endeavor are afflicted. We say "opinion," because it has certainly not reached the stage of a "conviction" with them, otherwise they would not ask free space of publishers.

We submit that this movement is off on the wrong foot and as proof we offer these reasons:

(1) Practically none of the individual businesses making up these three industries has used advertising to help solve its own individual problems. Let them first find out why their product cannot be advertised.

(2) A wholesale and concerted endeavor on the part of American manufacturers that could and would be interpreted in other countries as a "boycott" on foreign goods, would certainly lead to a ban on American goods in foreign countries. There are too many American manufacturers vitally interested in export markets to permit of any ill-advised movement that might in any degree be construed as a boycott of foreign goods.

Good Summer Reading

Though cool mountain paths and sandy breeze-swept beaches are easier to contemplate such days as these than are graphs and charts, yet the latter do show, when one observes them, that business is far better than "summer slump" talkers will admit. With few exceptions business is proceeding at a high average pace for the summer season. There has been far less talk of curtailed production. There is surely no indication of any slackening of the desire and ability of the public to

buy merchandise. Manufacturers who have recently prepared sales plans by which retailers can take advantage of consumers' vacation needs by timely advertising and window displays report that response is remarkably good. Good weather has improved the crop outlook and the farmer is in the market for all sorts of merchandise. Manufacturers, counting on the good reports from the cotton, corn and wheat districts, are planning for a substantial volume of fall trade in the farming sections.

Mail-order and chain-store sales, bank clearings and railway traffic figures all continue to reveal substantial gains over the corresponding season last year. Distribution is keeping up its good pace. The summer building program will be even greater than last year's if certain unions will quit fighting among themselves. The oil industry is looking forward to a prosperous season of continued high consumption and there is better feeling in the steel trade.

Mills and factories are not piling up stocks, nor are individual orders as large as they used to be, but in almost all lines things are looking up. It looks as if hustlers were going to get all they can handle.

For them surely there is no summer slump.

On the Wrong Track On page 25 of a New York morning newspaper recently appeared a news item concerning the death of a girl in an automobile accident. The item stated that the car had been traveling fifty-five miles an hour when it was wrecked. On page 24 was an advertisement for a well-known automobile pointing out that this automobile was capable of increasing its speed from fifty-five miles an hour to seventy miles an hour with a minimum of effort. On another page of the same newspaper was an automobile advertisement showing a car racing a fast railroad train.

Is such advertising of the type that will further the best interests of the automotive industry? Whatever ill-will the public at large

still harbors against the automobile is due largely to the speed mania that afflicts many drivers. Such advertising as that mentioned above only fosters this mania.

After all, the average driver is much more interested in what an automobile will do in traffic and how it will perform in the range between twenty-five miles and thirty-five miles an hour. In addition to this, the average driver is perhaps even more resentful toward speeders than the average pedestrian, since it is another's automobile that usually suffers from the depredations of the speeding driver.

The fact that a car drives smoothly above fifty-five miles an hour may be a good indication that it will perform excellently in the lower ranges of speed, but with things as they are, this would not seem to be a good argument for the automotive advertiser. The same results can be achieved by different types of copy appeal—and a considerable portion of the walking and riding public will listen with a more attentive ear.

Art's Debt to Advertising There will be those who will say that the title of this editorial might better be "Advertising's Debt to Art." But if a balance were struck on the ledger, it would show that art is the debtor. Today advertisers are doing more to give practical encouragement to art than any other group, not excepting those wealthy enthusiasts who bring the old masters to adorn our museum walls.

John Cotton Dana, director of the Newark, N. J., Museum, takes this view without any dodging of the issue. He says that advertising does more for art than do all the schools and museums, that it stimulates the production of art among millions while the museum teaches appreciation to only a few thousands each year. According to Mr. Dana, advertisers each year pay for the production of more than fifteen million drawings, thereby uncovering and promoting

the talents fundamental to the making of artists.

No country at any time has developed artists and produced good art except for pay. Always when good artists appear, says Mr. Dana, it is because the social order of which they are a part offers good pay in some form as an incentive for those with talent and urge to come forth. Advertising stimulates art by discovering and developing those who can produce the pictures that it needs and by paying them well. Other authorities agree that today advertisers are the best art patrons that we have.

"Why not rejoice that the sheer commercialism in which we are so competent, so immersed and so amazingly successful, has in the natural order of its growth come to be the one most important and the one most influential of all the lamentably few factors that are calling upon the young and struggling would-be draftsmen, designers, sculptors and painters to come forth and try for the prize of success and at the same time earn an honest living?" asks Mr. Dana. Why not, indeed?

Advertisers naturally think in terms of dollars and cents. Of sales and resales. Of mass production and far-flung distribution. That is more or less inevitable since advertising must be intrinsically commercial. Nevertheless it possesses social aspects. One of these concerns itself with art and it ought to be a source of gratification to many an advertiser to realize that he has had an influence and a share in promoting the production of finer and finer art work in this country.

Two-Way Dealer Displays

That display material sent to the dealer by the manufacturer has a powerful sales effect upon the dealer's selling force is a point often overlooked in planning window and counter displays.

The Black and Decker Manufacturing Co., of Baltimore, maker of automotive drills and grinders, conducts, each year, a national window trim contest among its

jobbers and distributors, for which cash and other prizes are offered for the best windows submitted. Experience and observation have convinced the company that the effectiveness of the display material which it supplies to dealers depends as much upon its appeal to the employees of the store as upon its appeal to the buying public.

During the contest each year the company receives many reports from its jobbers on the results accomplished by the window display. For example, one dealer submitted a photograph of his window for the contest which showed an attractive arrangement of the advertising material and display stands supplied by the manufacturer, but hardly any specimens of the goods advertised. The jobber explained this by saying that he had a good stock on hand when the display was put in but before the photograph was taken he had nearly sold out his entire stock. His supply of Black and Decker products, he said, would ordinarily have lasted him for twenty to thirty days, but because of the display it only lasted a few days. While the display undoubtedly was one which appealed powerfully to the public, the success of the display was due in large measure to its appeal to the dealer's sales force.

A recent check-up by the company's advertising department made in several automobile accessory stores shows that store salesmen almost invariably suggest the purchase of articles that are kept before them by attractive cut-outs and counter pieces which evidently keep reminding them to push the product.

Not a bad idea to keep in mind. Of excellent window and counter material for the dealer there is plenty to be seen on all sides. Generally it runs high in consumer-selling energy. But sometimes it fails to create the enthusiasm it should in the dealer. Planning it with one eye on the dealer's sales force might make it work both ways with equal strength.

Newell-Emmett Company

Incorporated

Advertising • Merchandising Counsel

120 WEST THIRTY-SECOND STREET

New York

AN ADVERTISING
AGENCY FOUNDED
ON THE IDEA OF
RENDERING SUPER-
LATIVE SERVICE TO
A SMALL NUMBER
OF ADVERTISERS

CLIENTS

Liggett & Myers Tobacco Co.

Johns-Manville Incorporated

Western Electric Co.

American Chiclet Company

The T. A. Snider Preserve Co.

Loose-Wiles Biscuit Co.

“NOT HOW MUCH, BUT HOW WELL”

151 of a series showing effective coverage of national advertisers

Colgate and Company

Newspaper advertising
expenditures in 1924

\$450,000*

Magazine advertising
expenditures in 1924

\$1,158,455**

Colgate and Company individuals who
are readers of Printers' Ink and
Printers' Ink Monthly

NAME	TITLE	WEEKLY	MONTHLY
S. M. Colgate	First Vice-President	No	Yes
J. M. Roscoe	Sales Manager	Yes	No
S. B. Colgate	Director of Advertising	"	Yes
J. S. Brodhead	Export Manager	"	No
L. McDavit	Sales Manager, Laundry .		
	Sales Department	"	Yes
W. P. Ward	Purchasing Department	"	No
W. S. Jenkins	Director of Dealer Displays	"	"
Advertising Department }	General	"	Yes

*Compiled by Bureau of Advertising of the American Newspaper Publishers Association.

**Compiled by the Crowell Publishing Company.

One example of coverage of actual advertisers

Our method of hand-picking subscribers from only the actual advertisers in every field results in most complete coverage of the largest advertisers in all industries.

For example, a circulation analysis of the 140 large newspaper and periodical advertisers, a cross-section of the country's industrial leaders, shows that 135 of these concerns who bought 98.55% of the \$88,050,861 advertising are covered with one or more subscriptions to the PRINTERS' INK Publications.

This analysis which also shows the individuals in these organizations who are readers of the PRINTERS' INK Publications and surveys of our coverage in the automobile, food and radio fields, will be gladly shown by a representative on request.

PRINTERS' INK PUBLICATIONS

185 Madison Avenue, New York

Advertising Club News

Made-in-Britain Advertising Campaign Planned

Prominent among the discussions which took place at the first annual meeting of the Fourteenth District of the Associated Advertising Clubs of the World, which was held at Harrogate, England, was the announcement that consideration is being given to an international advertising campaign on British goods. The plan was announced by C. Harold Vernon, retiring chairman, who said that it is the suggestion of Ramsay MacDonald, former prime minister. Such a campaign, Mr. Vernon stated, would make the whole world echo with an appeal to buy British goods and would do much to restore British trade to its pre-war position.

C. K. Woodbridge, president of the Associated Clubs, was a guest of honor at the convention which was attended by 800 delegates, representing forty advertising clubs in the British Isles. The Publicity Clubs of Leeds and Bradford were hosts to the convention.

Lieut. Col. Edward F. Lawson, assistant managing proprietor of the London *Daily Telegraph*, was elected chairman to succeed Mr. Vernon. Arthur Chadwick was elected honorary treasurer and Andrew Milne honorary secretary.

* * *

Committee Appointed for San Francisco Bureau

Since appointing John J. Cuddy, advertising manager of the Standard Oil Company of California, chairman of the Better Business Bureau, Hal H. King, president of the San Francisco Advertising Club, has appointed the following members to serve with Mr. Cuddy as a committee: George Q. Chase, Reagan F. Connally, J. A. Folger, Walter Haas, William L. Hughson, L. M. Kaye, Guy Kinsley, G. Lachman, Fred H. Mantor, Paul Rieger, Robert A. Roose, Arthur E. Rowe, James A. Sorensen and A. F. Stiegler.

* * *

Rochester Club Plans Annual Picnic

The Advertising Club of Rochester, N. Y., will hold its annual field day at Manitou Beach on July 23. The day's program calls for sporting events, entertainment, dinner and dancing. Arrangements will be in charge of William J. C. Karle, who has been appointed general chairman.

* * *

Detroit Club to Conduct Speaking Course

The Adcraft Club of Detroit is about to conduct a new activity in the form of a special course on "Effective Speaking in Business." The course is to be open to members of the club and outside business executives.

Warns Public Against Advertising of "Enoch Arden" Films

A warning to the public to watch out for the misleading advertising of certain motion picture distributors has been issued by the National Better Business Bureau in co-operation with the Motion Picture Producers & Distributors of America, Inc. A bulletin sent out by the Bureau calls attention to the fact that a number of old film releases have put in an appearance, being advertised under the guise of new releases, coincident with the advertising of new films under the same name.

There is no objection, the bulletin states, to the re-issuance of old films, advertised as such, but declares it is unfair to the producer and the public that these films capitalize upon the reputation, built up by advertising, for new ones.

* * *

Richmond Church Departmental Gets Large Membership

The recently organized church advertising departmental of the Richmond, Va., Advertising Club, has secured the signatures of sixty-seven representatives of the city's churches. In a speech before this organization, Herbert H. Smith, director of publicity of the Board of Education of the Presbyterian Church of America, emphasized the need of "selling" Christianity rather than the church itself.

* * *

Montreal Club Elects Officers

Arthur Ste. Marie was elected president of the Montreal Publicity Association at its recent annual meeting. After reviewing the activities of the association for the past year, D. L. Weston, retiring president, called upon Mr. Ste. Marie to take office.

Other officers elected were Honorable President, D. L. Weston; first vice-president, C. W. Stokes, and secretary-treasurer, Henri Viau.

* * *

C. H. Quackenbush, President, Wilmington Club

Charles H. Quackenbush, general manager of the Wilmington Gas Company, has been elected president of The Advertising Club of Wilmington, Del. Other officers elected were: L. M. Montgomery, J. G. Craig and William N. Cann, vice-presidents, and Hugh Carter, secretary and treasurer.

* * *

Heads Toledo Better Business Bureau

H. E. Anderson, general manager of the Lion Dry Goods Company, has been elected president of the Better Business Bureau of Toledo. Thomas A. De Vilbiss was elected vice-president.

Metropolitan Advertising Golfers' Third Tournament

The third tournament of the 1925 season of the Metropolitan Advertising Golf Association, New York, will be played on July 23 over the links of the Oakland Golf Club, Bayside, L. I. There was a record attendance of 165 members at the last tournament, which was won by H. B. Fenn, president of the association.

On September 15 the final tournament will be played at the Briarcliff Country Club. This event also will be the association's annual Ladies' Day. A dinner and dance will be held in the evening and officers will be elected for the ensuing year.

Arrangements for these tournaments are being directed by the following committee: Lester R. Fontaine, chairman, Rex Wadman, J. H. Livingston, Jr., and J. N. McDonald.

* * *

Quebec Club Elects Officers

J. N. Thivierge, advertising manager of *Le Soleil*, Quebec, has been re-elected president of the Quebec Advertisers' Club. E. G. Smith, manager of the *Chronicle-Telegraph*, was re-elected first vice-president and Eddy Picard, advertising manager of the Rock City Tobacco Company, was elected second vice-president.

Other officers elected were: Secretary-treasurer, L. A. Campeau, of the *Chronicle-Telegraph*, and honorary-president, J. H. Fortier, president of *L'Evenement* and vice-president of P. T. Légaré Ltd.

* * *

Cincinnati Commission Makes Annual Report

The merchandise department of the Cincinnati Better Business Commission made 1,895 investigations of retail advertising in the year ending June 1, 1925, according to the annual report of the organization.

The Commission raised \$16,000 during the last year to carry on its work and at present has 150 members, which represents an increase of 25 per cent.

* * *

New York and Philadelphia Clubs to Play Golf

The Advertising Club of New York will play two team golf matches with the Poor Richard Club, of Philadelphia, one in each city. The first match will be played in Philadelphia at the White Marsh Club on August 5.

* * *

Business Mail Council to Meet at New York Club

A meeting of the managing committee of the National Council of Business Mail Users, together with others who have been invited to be present, will be held at the Advertising Club of New York on July 18.

Nash Motors Reports Net Income

The Nash Motors Company reports a net income of \$4,193,150 for the quarter ended May 31, after depreciation and Federal taxes. This compares with \$3,099,293 for the preceding quarter and \$1,501,000 for the second quarter of 1924.

The net income for six months ended May 31 was \$7,293,143 which compares with \$3,119,475 in the corresponding period of the previous year.

Ben T. Jeffrey Joins Grand Rapids Printer

Ben T. Jeffrey, until recently sales manager of the Robert Smith Printing Company, Lansing, Mich., has become associated with The Tri-Art Printing Company, Grand Rapids, in a similar capacity.

P. W. Tobias also has joined the Tri-Art company. He formerly had been engaged in conducting a business of his own at San Francisco.

W. C. Bittel Joins Charles B. Knox Gelatine Company

W. C. Bittel, general manager of service of the Federal Advertising Agency, Inc., New York, has resigned to join the Charles B. Knox Gelatine Company, Johnstown, N. Y. He had been with the Federal agency for the last eleven years.

C. S. Holbrook to Represent "Engineering News-Record"

Charles S. Holbrook will represent the *Engineering News-Record*, New York, in New England on and after August 1. He was formerly with the advertising staff of the New York *Herald Tribune*. Mr. Holbrook will have his headquarters at Boston.

Schuil Printing Company Under New Ownership

Harold J. Bale and James Boree, both of whom have been associated with the Schuil Printing Company, Grand Rapids, Mich., have taken over the business.

Sells Interest in Washington, Iowa, "Democrat"

Donald Ross, for the last eighteen months associated with Elit Grayson in the publication of the Washington, Iowa, *Democrat*, has sold his interest to the latter.

George Reimold with C. C. Winningham Agency

George Reimold has joined C. C. Winningham, Detroit advertising agency. He was formerly with the Campbell-Ewald Company, of that city.

The Little Schoolmaster's Classroom

MANY and various reasons can often be uncovered which will explain why a manufacturer of a product may have practically no sales in his own home town.

Within the past week the Schoolmaster has heard of a highly unusual reason for such a condition in the case of a certain cigarette manufacturer.

This particular manufacturer had never inquired into his sales status in his own home town until a few months ago. Then he found that a certain rival brand was out-selling his at a great clip. Certainly this was rank disloyalty. No it wasn't! It was really a case of a desire on the part of the employees of the company and the families of those employees to be loyal.

That cigarette company, like many other companies, was manufacturing a product which could easily be pilfered by employees. The company knew this and preached the doctrine of honesty to its employees. The employees understood. The result was that no employee was desirous of having any other employee think that he had taken cigarettes from the factory for his own or his family's use, consequently he bought and used competing brands.

Conscious, straight selling effort on the part of the manufacturer to his employees in the same way that he would sell to any consumer has changed the situation.

The Schoolmaster has the thought that other manufacturers of small unit products may find it worth while to check up and see if they have fallen into the same condition from which this cigarette manufacturer has just extricated himself.

* * *

"I wish," remarked the head of a large engraving house to the Schoolmaster the other day, "that business were better. We have to fight for every order we get. Frankly the thing is getting on my nerves."

The Schoolmaster, while properly sympathizing with his friend the engraver, could not help thinking of a recent address he heard delivered by E. D. Gibbs, advertising manager of the National Cash Register Company.

This company, according to Mr. Gibbs, not only fights for every order but keeps on fighting. If there should come a day when the National sales organization were to let down even momentarily in the continuous high tension fight for business, everybody in the organization would wonder what had happened and what was the matter.

* * *

Life for the National Register salesman is simply one sales contest after another. The men are made to see that they are in business to make money. If they sell cash registers they make money. Otherwise they do not.

The company recognizes that the men in the field who sell the merchandise have the hardest job of all. Consequently the united force of the entire organization is behind them to the end that their work may be more resultful. The president himself is on the road half the time. So are most of the other officials. They do more sleeping in Pullman berths than in any other kind of bed.

It is a proposition of work and fight, fight and work, day in and day out. While one sales contest is in full swing, another is being fashioned to catch up the work where it leaves off.

The engraver complains about having to fight for each order. This is exactly what the National has to do and does not expect anything else. It has 500 separate and distinct models. It would like to standardize its production but cannot. It has to deal with a great diversity of customers and requirements. It worked and fought recently to sell a \$75 machine to the owner of a shoe shining stand in New York and then

FILLMORE

MUSIC HOUSE

BUESCHER

TRUE TONE

INSTRUMENTS

Capitalize Your Dealers' Local Prestige

The greater the local prestige and following of your distributors, the greater your opportunity to increase their orders for your product.

Many of their customers are unaware that your product is sold by them. Here's how you can be sure that *all* will know—

A Flexlume electric day-and-night sign bearing your trade-mark as a dominating part of your dealer's storefront, will tell all who do business there—also many others—that their own favorite dealer sells your product.

Investigate our inexpensive try-out plan, by which you can prove Flexlume's sales-increasing ability with a limited number of signs on a quantity-price basis. Write today.

We also build exposed lamp and other types of electric signs for those who prefer or require them.

FLEXLUME CORPORATION

1040 MILITARY ROAD

BUFFALO, N. Y.

Phone
"Flexlume"
All
Principal
Cities



Factories
also at Detroit,
Los Angeles,
Oakland, Cal. and
Toronto, Can.

The Day-and-Night Sign

EVENING HERALD

SUPREME IN FOODSTUFF ADVERTISING!

During 1924 The Los Angeles Evening Herald published 76,790 more lines of Foodstuff Advertising than any other Los Angeles newspaper, daily and Sunday included!

REPRESENTATIVES

G. Logan Payne Co., 401 Tower Bldg.,
6 North Michigan Ave., Chicago, Ill.
H. W. Meloney, 604 Times Bldg., New York
A. J. Norris Hill, 710 Hearst Bldg., San
Francisco, Calif.

The Dominant Paper
in the Lumber Field
is the

American Lumberman

Est. 1873 CHICAGO, ILL. A.B.C.

THE HOTEL BULLETIN

A monthly hotel magazine with
a national distribution.

Purchasing power of readers is
many millions.

Best producer in the hotel field.
Agency business solicited.

BEN. P. BRANHAM, Editor
951-957 Insurance Exch., Chicago

National Miller

Established 1895

A Monthly Business and Technical
Journal covering the Flour, Feed
and Cereal Mills. The only A. B. C.
and A. B. P. paper in the field.
630 W. Jackson Blvd., Chicago



**Howell
Cuts**

for house organs
direct mail and
other advertising

ask for proofs
Charles E. Howell • Fifth Building • New York

after more working and more fighting sold twenty registers to the National City Bank at \$2,400 each.

Every month the National salesmen get prizes for special efforts put forth. The prizes grow as the sales grow. Last May with its third annual sweepstakes contest brought in sales aggregating about \$5,000,000. In June this was regarded as ancient history and everybody set out to make that large total sum small indeed. And so it goes. Next October the company will have its third annual flying machine contest. The event will be repeated in all other Octobers, with such changes and additions as may seem to be necessary or wise.

The Schoolmaster has an idea that selling is pretty much the same as anything else that is worth while. Many a man who has been acclaimed as a genius in this or that is not a genius at all. He is just an ordinary citizen who has the moral courage to work and fight with special emphasis on the work side, until he gets somewhere.

* * *

A story which is as interesting as it is brief, appears in the June issue of the "Baltimore and Ohio Magazine," published by the Baltimore and Ohio Railroad. About ten years ago, a Baltimore and Ohio executive attended a vaudeville show in Paris. The theatre was patronized largely by English-speaking people. Picture, if you will, the chagrin of this executive when he heard two comedians spring the following bit of humor:

"Bill," said one, "I am getting tired of Europe and I want to go back to the States in the worst way."

"Then, by all means," triumphed Bill, "use the B. & O."

Apparently, the Erie is not the only railroad which has suffered from the witticisms of stage folks. But the Baltimore and Ohio is now almost, if not entirely, free of them.

This is how it came about.

When Daniel Willard became president of the Baltimore and

*To the owner of
a business who
says: "Good men
never have to ad-
vertise for a job"*

You will gain more by talking to this man
than with most men introduced by a friend.

He is a man whose strength is a combina-
tion of common sense, ability, integrity
and an understanding that results are
gotten by hard work.

Definite accomplishments in several fields
establish his real worth. He has sold a raw
product in a highly fluctuating market;
sold advertising space and managed a
small publication; directed an advertising
department; sold an advertised specialty
through wholesalers and chains.

In seeking a change, neither geographical
location nor title are of any concern. The
opportunity sought is with associates where
it will be mutually desirable to offer a
substantial interest in the business—when
it has been earned.

Address "N," Box 68, Printers' Ink

COLLECTION MANAGER

Experienced installment collection manager capable taking full charge of collections for large magazine and book publisher. Must have successful record of planning campaigns and letters, handling personnel and routine. Only applicants with record of outstanding performance as to net results will be considered.

Write Box 438
206 Fitzgerald Bldg., N. Y.

ADVERTISING MANAGER WANTED

☐ Somewhere there is a real Advertising Manager looking for a better connection. He isn't a Has-Been or a Never-Was-Er.

☐ He has been through the mill, is ripey seasoned, knows his business and is developing fast.

☐ He can stimulate representatives, can go after and get business himself, and isn't married to his office chair and desk.

☐ Such a man will fit in perfectly with a national weekly newspaper of 350,000 circulation, at a salary of about \$5,000 to begin.

☐ If you are that man, or know him—Advise

Address

"T." Box 211, Printers' Ink

WOOD CUTS
FOR ALL PURPOSES

WE EMPLOY ONLY THE MOST SKILLED ENGRAVERS. OUR PLANT IS ESPECIALLY ADJUSTED TO GIVE OUT OF TOWN AGENCIES SPEEDY RETURNS

THE SANDER ENGRAVING Co.
542 S. DEARBORN ST. CHICAGO

Ohio in 1910 he began to build up, slowly but surely, a highly-efficient passenger service. He believed, though, that the sallies of the vaudevillians constituted a harmful influence and that no matter how superior the passenger service was made these jokes would continue to be heard across the footlights unless a direct effort was made to combat them.

One of the first things Mr. Willard noticed when he looked into this situation was that the stage humorists always referred to the road as the B. & O. Consequently, he decided that one of the best ways of quickly identifying the new type of passenger service would be to discourage the almost universal use of the expression "B. & O." and encourage the use of the unabbreviated "Baltimore and Ohio."

This policy has been consistently followed ever since and beyond doubt it has been at least one factor in eliminating the Baltimore and Ohio from the comedian's repertoire.

* * *

The Schoolmaster is indebted to the *Modern Merchant and Grocery World* for some interesting facts about the importance of the pushcart business.

Approximately 1,500,000 people living in Greater New York buy a good portion of their supplies from the 7,860 pushcart peddlers of the city. These peddlers do a yearly business of about \$45,500,000. The average cost of operating a cart is \$9.22 a week. Something like 31,000 persons in New York are more or less dependent on this business as a means of livelihood. About 45 per cent of the fruit and vegetable vendors depend on their family for help, whereas 6 per cent of them hire outside help.

If—

any independent advertising concern can put us in touch with an occasional printing job or an account, we will be glad to pay a regular commission. High-grade direct by-mail booklet and catalogue work only, wanted. Our plant with complete facilities and service department is conveniently located near Penn Station. Address "R." Box 23, care of Printers' Ink.

The merchants on wheels who deal in fruits and vegetables do an average business of \$126 weekly. The average for those handling other foods is \$95, and for those handling articles other than food, \$75. Of all these pushcart merchants in New York, 68 per cent deal in fruits and vegetables, 4 per cent in other foods and 28 per cent in miscellaneous merchandise. The average length of time peddlers remain in this business is eight and a half years. The sales in the business are divided as follows: \$35,000,000 on fruits and vegetables, \$1,000,000 on fish, \$50,000 on miscellaneous food and \$9,000,000 on general merchandise.

The statement was made in **PRINTERS' INK** that the economic value of these pushcarts is of even greater value than the volume of business would indicate. These carts furnish a quick outlet for a class of merchandise that could not be sold readily in regular trade channels. For instance, in the investigation to which the *Grocery World* refers it was found that the peddlers invariably buy the smaller sizes and lower grades in fruits and vegetables. This produce is wholesome, but does not sell well in the customary trade channels. The pushcart market salvages this produce.

So considerable is the extent of this salvage that it is reported that 11 per cent of all the New York fruit and vegetable supply is sold through pushcarts. Were it not for these carts, much of this material would be wasted.

A Real Opportunity for a real COPY AND LAYOUT MAN

Successful sales and advertising counsel, owning agency with unusual opportunities for growth, seeks an associate.

To a man who can write copy that sells style goods to dealers and consumers; make presentable dummies; and be of general assistance, he offers the opportunity of a life-time unlimited income and a future of importance. Write full details to "M." Box 67, Printers' Ink.

PREMIUM LISTS AND CATALOGS

—Premium lists and catalogs are prepared by us to fill the particular requirements of our patrons. They retain their identity at all times; the premium leaflet or catalog and the coupon or voucher are theirs.

—Premium lists may take the form of an inexpensive leaflet or an elaborate book in colors. The customer decides.

—Premium lists are furnished at a very low charge, as illustrations are produced from our stock plates, of which we have hundreds, fitting every requirement.

—Sample lists and catalogs and booklets explaining our Service mailed on request. Please state nature of business.

THE PREMIUM SERVICE CO., Inc.
199 Franklin Street New York

ADVERTISING MANAGER

Group of 5 publications of "distinction and national importance" with a monthly circulation of 300,000, have a very unusual opening for thoroughly experienced advertising man of about 30; must have good, pleasing personality. Essentials: ability to interview and sell national advertisers; ability and personality to build up and handle staff of solicitors; knowledge of printing practice. Salary and percentage of gross business make this a remarkable opportunity. Write fully and in confidence to

Address "L," Box 66, P. I.

EXPERIENCED EASTERN MANAGER

Age 34; Former Army Captain;
College Graduate

NOW EARNING \$6,000
AVAILABLE AUGUST 1

I know eastern agencies and advertisers. Have traveled.

Good promotion, idea, editorial and service man.

More than three years in present position. Am now ready to go after Fall and 1926 business in earnest for that publisher who feels that his eastern territory should earn \$10,000 in the next few years if properly developed by the right man.

Write or wire. Am available for interview now. Address "V," Box 210, care of Printers' Ink.

"GIBBONS knows CANADA"

J. J. Gibbons Limited, Advertising Agents

TORONTO

MONTREAL

WINNIPEG

Classified Advertisements

Rate, 65c a line for each insertion. Minimum order, \$3.25

First Forms Close Friday Noon; Final Closing Saturday

BUSINESS OPPORTUNITIES

Printing Machinery and Supplies

New and Pre-Used
Conner, Fendler & Co., New York City
Printers' Complete Outfitters

HELP WANTED

ADVERTISING SOLICITOR

for old trade paper. Good opportunity for young man. Write in full giving arrangement desired. Address Box 608, care of Printers' Ink.

PHOTO-ENGRAVING SALES MANAGER

Take charge of high-class plant. Excellent opportunity for man with good customer connections. Box 619, Printers' Ink.

ARTIST—Unusual opportunity in Advertising Promotion Department of leading New York newspaper, requires ability in color sketches, figure work, layout, lettering—and imagination. For appointment give full details of experience. Box 621, Printers' Ink.

RESEARCH

Man wanted who is sufficiently confident of the need and of the financial possibilities of market research to be ready to risk his time in learning to sell such service. Box 627, P. I.

TECHNICAL AND INDUSTRIAL copy writer. Prefer college trained engineer over 30, with some years' experience as advertising manager on technical accounts. For the man who knows his stuff and can stand on his own feet, there is a real opening with one of the liveliest and largest industrial agencies. Box 614, P. I.

Wanted—Man to write sales letters, advertising matter, and handle sales promotion work in general, by well established manufacturer of a labor saving device having large sale. Must have at least ten years experience and A1 character. Address Box 572, Toledo, Ohio.

SALES MANAGER—For our Western Massachusetts office. Creative advertising and practical printing experience necessary. An unusual opportunity for man who can qualify. Three things we want to know before arranging for personal interview: Yourself—your successes—your references. Address Mr. Griffith, Griffith-Stillings, 372 Congress Street, Boston.

Sales Executive: An established and highly successful Chicago business house offers a real opportunity to an aggressive sales executive with experience and ability who can lead and train salesmen in selling a nationally advertised product through jobbers to the drug and confectionery trade. Experience, ability, enthusiasm and grit essential. Salary to start \$4,000 a year. Box 606, P. I.

DIRECT MAIL—Young college man 25 to 30 preferred, who has written copy for and actually supervised direct mail campaigns. Position is with a rapidly expanding division of General Motors and the future is practically limitless. Write in detail including experience, religion and salary desired to Box 625, P. I.

PRODUCTION MAN—For advertising department of the largest company of its kind, producing all its own literature and dealer promotional material. Should know types, printing and lithography, colors, be able to lay out copy and catalogues, prepare posters, etc. Opportunity for managership later. Age 25 to 30 preferred. Write in detail education, experience, religion, starting salary. Box 626, Printers' Ink.

Small Southern California agency wants capable woman stenographer-bookkeeper to take or work into position of secretary to agency head, later assuming complete charge office and production work as business grows. The more copy, production and agency experience the better. Reasonable salary to start but excellent future for earnest, interested worker. Give complete history, qualifications and salary. Box 612, P. I.

For a young man who likes selling, but who prefers to sell through letters, catalogues, booklets, circulars, there is an opening in the Advertising Department of one of Philadelphia's largest manufacturers. A man who knows the hardware or mill goods trade and who has had some writing experience is wanted. The salary is not big, but the opportunity is. Give experience and salary wanted to start. Box 607, P. I.

ARE YOU THE MAN?

There is an opening in each of the following cities and their vicinities: Rochester, Buffalo, Syracuse, Utica, Albany, Jamestown, Binghamton, Watertown for an advertising man or printing salesman, experienced in merchandising and the use and production of direct-mail advertising material, booklets, folders, broadsides and catalogs.

An established printing concern producing high-grade work wishes to obtain experienced representatives in these localities. Applicants must give complete information regarding past experience and other facts qualifying them for the position. Remuneration will be on a commission basis only. Good income possible to men with personality, who know the business and will work hard. No applications considered unless strictly conforming to our requirements.

Representatives will be assisted by a direct-mail advertising campaign mailed to a list of prospects in each territory and will also be provided with a complete set of samples of work produced. Box 620, Printers' Ink.

ADVERTISING SALESMAN WANTED
One who can take on as a side-line a high-class Prescription Advertising Service for Drug Stores. Endorsed by leading prescription stores. Liberal commissions. Johnson & McBride, 110 Foster Bldg., Utica, N. Y.

Young man with practical newspaper training, possessing some experience in the automotive field is wanted at once for an editorial position on a daily trade paper in New York. To the right type of man this position offers an exceptional opportunity for a profitable and pleasant future. In writing for an immediate interview address Box 618, P. I.

MISCELLANEOUS

Complete Set International Correspondence School advertising course text books. Worth any young advertising man's study. Cost \$100. Will send C. O. D. \$45. Box 610, Printers' Ink.

Art Color Building, 209 and 219 West 38th Street (near Seventh Avenue). 2,000-, 4,000-, 6,000-square-foot newly divided spaces in up-to-date, 12-story, strictly fireproof building. Apply on premises or telephone Pennsylvania 1819.

LETTERS

Do you need commonsense—human—sales promotion letters that pull? Let me do them for you in my spare time—\$5.00 per letter. Address Frank P. Stelling, 72 Orange Street, Brooklyn, New York.

FINE OFFICES AVAILABLE

Exceptionally suitable for Advertising Agency. Advertiser occupying entire floor, will sub-let one or two of adjoining rooms in first-class building. Times Square section; light, airy, spacious, refined atmosphere. Reasonable rental. Phone Longacre 4162, or address G. P. O. Box 407, New York.

POSITIONS WANTED

Printer of executive and practical ability, thoroughly experienced, desires position as composing-room foreman or manager; union; estimator; have trade following; excellent credentials; Christian. Box 613, P. I.

RADIO

Advertising, Merchandising, Sales Promotion Specialist. A man of proven ability with one of largest mfrs. in this field desires change. Box 630, P. I.

Salesman holding present position fourteen years desires change to Sales Manager. Would travel, or will contract to market your goods, financing the sales expense. X. A. Cross, 161 Lexington Avenue, Dayton, Ohio.

All-Round Man for Growing Agency, Manufacturer, or Publisher desires connection with progressive organization of standing affording requisite opportunity for accomplishment. Advertising Manager for national business paper for 5 years. Can write advertising copy, promotion literature, etc.; make finished layouts, rough sketches and art work; knows production details of advertising and publishing, and has executive ability. Age 35, married, highest references, proof of ability submitted. Address Box 622, P. I.

A GOOD ARTIST AND LAYOUT MAN with tried executive ability desires a position with a reputable firm. Long experience with display and agency work. Box 617, Printers' Ink.

SALES MANAGER—Fourteen years' experience in marketing food products in Western Pennsylvania, Pittsburgh headquarters. Will consider position as sales manager of factory or direct representative with headquarters at Pittsburgh. Best of references. Box 624, P. I.

THERE'S ANOTHER ON ITS WAY

To take a losing magazine and devise for it an editorial policy that will gain circulation, is what I can do. Of course, employed, but this one will go it alone and I am ready for the next. Who wants an editor. Box 616, P. I.

FOOD ADVERTISING

Is your paper keeping up with the pace? The Publisher who gives heed to proper development of Food Advertising is building on reader loyalty. I can help you. My 20 years' experience is at your service. Box 611, Printers' Ink.

EDITOR-WRITER

A writer with editorial sense and an editor with real writing ability has a job, but wants a better one. Will consider part-time or assignments. Thoroughly experienced trade-paper, house-organ, desk work, interviewing. Has written publicity, sales promotion, circulation copy. Box 623, Printers' Ink.

I Need a JOB!

I've sold space for five years; trade paper, general magazine. I've served my accounts personally with ideas, copy, layouts, sales letters. I know the agencies. I've managed an advertising department for a manufacturer, spending \$20,000 a year. I am considered a good correspondent. Age 29, married, fine appearance. Have earned over \$5,000; will start at half. I need a job. Box 628, P. I.

BLACKSMITHS TO BEAUTY SHOPS

Do you need a young lady with 17 years' of the kind of experience making her valuable to any firm in building business and retaining good-will? Magazine experience—advertising, subscription and editorial—includes philosophy, salesmanship, export, blacksmith and beauty shop publications. Commercial experience in sales promotion, advertising, collection methods, lecturing, office management. Fair amount of imagination and vision, sufficient industry and good commonsense. Address Box 615, Printers' Ink.

A WRITER

—with a Scrap-Book

A copywriter's best recommendation is his own scrap-book, bulging with convincing samples of his own work.

I want to show my scrap-book to some agency or manufacturer who needs a copywriter or assistant.

Age 25, Christian, Single, College trained. Four and one-half years' advertising experience from the bottom up.

My scrap-book will make my ability, or lack of ability, apparent after a short interview.

Box 609, Printers' Ink

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—“but, hang it, man, there’s nothing new or startling about that! It’s what we’ve been saying for years!”

¶ “*The arresting idea,*” “*the new angle,*” “*the dominant thought*” and many other catch phrases are more useful in selling advertising campaigns to the advertiser than in selling the consumer the products and services those campaigns were supposed to sell.

¶ Admittedly variety is important. A shabby suit may cover your body but kill your spirit. Our duty is to tell your story—in an interesting way—but thoroughly.

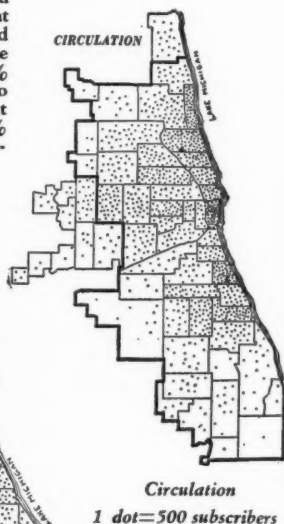
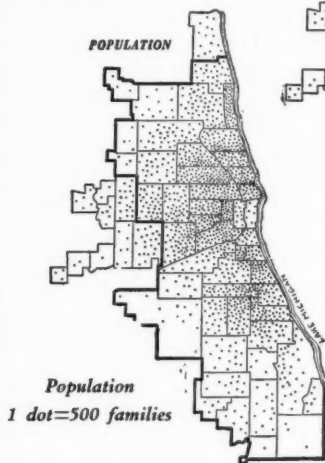
FOX & MACKENZIE *Advertising*



1214 Locust St., Philadelphia

How The Chicago Sunday Tribune blankets Chicago

THESE maps tell a vivid story of how the great market Chicago is covered by one great medium. The Sunday Tribune has 37% more circulation in Chicago and suburbs than the next Sunday paper and 61% more than the leading evening paper.



Coverage by class of districts:

Districts of highest purchasing power	164,344 families	} Complete Coverage
	175,660 Sunday Tribunes	
Districts of medium purchasing power	161,935 families	} 92% Coverage
	148,936 Sunday Tribunes	
Districts of poorer purchasing power	273,717 families	} 60% Coverage
	165,198 Sunday Tribunes	

The Tribune is First in Chicago!

The Chicago Tribune

THE WORLD'S GREATEST NEWSPAPER

Circulation Over 600,000 Daily and Over 1,000,000 Sunday